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RECRUITING TRENDS 1987-88

A Study of 1,019 Businesses, Industries,
Governmental Agencies, and
Educational Institutions Employing
New College Graduates

by

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Summary of

RECRUITING TRENDS 1987-88

A Study of 1,019 Businesses, Industries,
Governmental Agencies, and
Educational Institutions Employing
New College Graduates

This is a summary of the seventeenth annual Recruiting Trends survey completed by Placement Services at Michigan State University. For this 1987-88 survey, cross-sections of employers from business, industry, government, and education were contacted; and responses were received from 1,019 organizations. The results of this survey include information regarding anticipated changes in hiring trends for new college graduates, expected starting salaries, campus recruiting activities, new recruitment techniques, and many other topics of interest to personnel administrators, placement officers, career counselors, faculty, and students.

Of the respondents this year, 29.3% were industrial and manufacturing organizations, 18.3% businesses, 27.9% service organizations, 17.0% educational institutions, 5.0% governmental agencies and military services, and 2.6% conglomerates. (Page 3)

Of the 1,019 employers responding, organizations with 10,000 or more employees represented 11.2% of the respondents; those with 5,000 to 9,999 employees were 5.8% of the respondents; and organizations with 1,000 to 4,999 employees represented 26.4% of the respondents. Organizations with 500 to 999 employees were represented by 13.6% of the respondents, those with 100 to 499 employees by 25.3% of the respondents, and those with 1 to 99 employees by 17.7% of the respondents. These numbers emphasize the diversity of employers included in this survey.

The Recruiting Trends survey was initially mailed to employers on September 1-4, 1987. A reminder notice followed on October 6, 1987, to those employers who neglected to return their questionnaires. Then, after the stock market plunge of October 19, 1987, a short questionnaire was mailed to investigate the impact of this economic crisis. Contained in this report are details from these surveys.

Job Outlook for the Class of 1987-88

After the stock market plunge of October 19, 1987, hiring quotas among surveyed employers are expected to total 83,392 new college graduates, an increase of 3.8% from last year's hiring of new college graduates. The employer categories expecting to hire the greatest numbers of new college graduates are educational institutions (11,670); electrical machinery and equipment (7,599);

merchandising and retail services (7,828); accounting (7,787); and governmental administration (7,301). (Pages 7-9)

As a result of the stock market plunge, employers' quotas for this year were reduced (-1.7%). Original quotas prior to the economic crisis were 84,648, but the stock market fluctuation caused 97 of 949 employers (10.2%) to revise their hiring plans. (Page 9)

During the current recruiting year (1987-88), surveyed employers expect to hire more bachelor's graduates (4.0%), minority graduates (3.9%), women graduates (3.1%), and doctoral graduates (3.0%). Hiring is expected to increase only slightly for master's graduates (1.4%), handicappers (1.1%), and MBA graduates (0.4%). (Page 11)

Organization Size Influences Hiring Quotas

Quotas for large employers are expected to increase moderately this year while quotas for smaller organizations are expected to increase at the 1-99 and 500-999 employee levels and decrease at the 100-499 employee level. Organizations with increases include those with 500-999 employees (18.1%), 1-99 employees (10.9%), 10,000 or more employees (5.9%), 1,000-4,999 employees (4.3%), and 5,000-9,999 employees (2.0%). Employers expecting decreases are organizations with 100-499 employees (-11.6%). (Page 10)

Job Availability by Geographical Region

Based upon the experiences of employers responding, the greatest availability of employment opportunities for new college graduates during 1987-88 will be in the southwestern region of the United States. The northeastern and southeastern regions were rated as next best. For the second year in a row, the southcentral region has remained in fifth place. (Page 49)

The regions of the United States in order of best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern. (Page 49)

Demand for Various Academic Majors and Degree Levels

In the opinion of surveyed employers, the overall job market for new college graduates this year (1987-88) is expected to be "very good" for minority and women graduates. Bachelor's, MBA graduates, handicappers, master's, and doctoral graduates will likely enjoy a "good" market. (Page 43)

Demand for new bachelor's degree graduates this year (1987-88), from highest to lowest demand, are expected to be computer science, electrical engineering, accounting, financial administration, mechanical engineering, education, industrial engineering, chemical engineering, general business adminstration, chemistry, mathematics, telecommunication, metallurgy materials science, physics, hotel, restaurant, and institutional management, civil engineering, retailing, advertising, communications, personnel adminstration, liberal arts/arts and letters, journalism, social sciences, human ecology/home economics, natural resources, and agriculture. (Page 43)

The greatest increases in demand this year will be experienced by majors in hotel, restaurant, and institutional management (4.3%); marketing/sales (4.2%); geology (3.0%); accounting (2.7%); electrical engineering (2.4%); liberal arts/arts and letters (2.3%); agriculture (2.2%); computer science (2.0%); chemistry (2.0%); retailing (1.7%); financial administration (1.4%); education (1.4%); general business administration (1.4%); journalism (1.3%); and social sciences (1.1%). (Page 12)

Only slight increases in demand are expected for the mechanical engineering (0.9%); industrial engineering (0.9%); telecommunication (0.9%); physics (0.9%); communications (0.8%); personnel administration (0.6%); advertising (0.2%); natural resources (0.2%); and human ecology/home economics (0.1%).

Majors with anticipated decreases in demand include metallurgy and materials science (-0.1%); civil engineering (-0.2%); and mathematics (-0.5%).

Starting Salary Averages

The average annual starting salary expected for bachelor's degree graduates in 1987-88 is $22,609, a $709 increase (3.2%) over last year's average starting salary of $21,900. Highest among starting salaries this year for new college graduates are chemical engineering ($30,197), electrical engineering ($29,924), mechanical engineering ($29,457), and computer science ($28,331). This list continues with industrial engineering ($27,859), civil engineering ($24,882), accounting ($22,838), marketing and sales ($21,472), mathematics ($21,246), financial administration ($20,778), general business administration ($20,335), and journalism ($19,843). (Pages 13-15, 19)

Employer categories with the highest average annual starting salaries are aerospace and components ($28,086); tire and rubber products ($27,405); chemicals, drugs, and allied products ($27,152); electronics and instruments ($26,995); public utilities ($26,709); automotive and mechanical equipment ($26,066); electrical machinery and equipment ($25,758); petroleum and allied products ($25,649); diversified conglomerates ($24,741); and metals and metal products ($24,046).

The average annual starting salary of a new bachelor's degree graduate is greatly influenced by the size of an organization. The lowest starting salaries this year are expected from organizations with 1-99 employees ($20,503), and the highest starting salaries are expected from organizations employing 10,000 or more employees ($24,433).

Starting salaries are also influenced by the geographical region where the new graduate is employed. The highest starting salaries are expected from the northeastern region ($24,320), and the lowest salaries are expected from the southeastern region ($21,197).

Starting salary averages expected for advanced degree graduates are $27,712 for master's graduates (2.3%), $31,269 for MBA graduates (2.1%), and $31,479 for doctoral degree graduates (2.1%). (Page 19)

Starting salary offers for women graduates are expected to increase 2.5%; minority graduates, 2.5%; and master's degree graduates, 2.3%. Increases are also expected for handicappers (2.1%), MBA graduates (2.1%), and doctoral graduates (2.1%). (Page 16)

Increases in starting salary offers for new bachelor's degree graduates are expected to vary quite substantially between academic majors. Highest among anticipated increases will be education majors (2.8%). Also expecting increases will be accounting (2.3%); marketing/sales (2.2%); computer science (2.2%); electrical engineering (2.1%); mechanical engineering (2.1%); and general business administration (2.0%). (Page 18)

Increases are also anticipated for chemical engineering (1.8%); financial administration (1.8%); liberal arts/arts and letters (1.6%); hotel, restaurant, and institutional management (1.6%); personnel (1.6%); mathematics (1.6%); industrial engineering (1.6%); retailing (1.5%); social sciences (1.4%); chemistry (1.4%); civil engineering (1.4%); communications (1.2%); metallurgy and materials science (1.2%); journalism (1.1%); physics (1.1%); advertising (1.1%); telecommunication (1.1%); natural resources (1.0%); and human ecology/home economics (1.1%).

Slight increases are anticipated in geology (0.9%) and agriculture (0.7%).

Employer categories expecting the most substantial increases are accounting (5.9%); automotive and mechanical equipment (4.3%); educational institutions (4.1%); tire and rubber products (4.0%); and chemicals, drugs, and allied products (3.0%). (Page 17)

Expecting increases of 2.0% to 2.9% are restaurants and recreational facilities (2.9%); merchandising and related services (2.6%); hotels and motels (2.6%); glass, packaging, and allied products (2.6%); governmental administration (2.4%); banking, finance and insurance (2.3%); research and consulting services (2.3%); petroleum and allied products (2.3%); service and volunteer organizations (2.3%); public utilities (2.1%); electronics and instruments (2.1%); and communications--radio, TV, and newspapers (2.0%).

Increases of less than 2.0% are expected by hospitals and health services (1.9%); construction and building materials manufacturing (1.8%); electrical machinery and equipment (1.8%); printing, publishing, and informational services (1.7%); metals and metal products (1.5%); agribusiness (1.3%); military (1.2%); and diversified conglomerates (1.1%).

International Employment Opportunities

Of the 989 employers responding, 306 organizations (30.9%) had salaried employees in overseas locations. Of these employers, 138 (14.0%) had 1 to to 99 employees overseas, 56 (5.7%) had 100 to 499 employees overseas, 18 (1.8%) had 500 to 999 employees overseas, 35 (3.5%) had 1,000 to 4,999 employees overseas, 14 (1.4%) had 5,000 to 9,999 employees overseas, and 45 (4.6%) had more than 10,000 employees overseas. (Page 4)

Changes in Salaried Employees Last Year

Since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for organizations last year, this question was included. Employers reported a net increase of 2.3% in salaried employees working for their organizations last year. This compared to an increase of 1.6% found in 1985-86, 1.7% found in 1984-85, and 1.5% found in 1983-84. Over the last five years, surveyed employers have only slighty increased the numbers of salaried employees working for their organizations. (Pages 5-7)

Last year, significant increases in salaried employees occurred in organizations in the following employment areas: service or volunteer organizations (8.0%); hotels, motels, restaurants, and recreational facilities (6.9%); research and/or consulting services (5.1%); accounting (5.0%); banking, finance and insurance (4.5%); and glass, paper, packaging, and allied products (3.3%).

Increases were reported for each region of the country including the northcentral region (3.0%), the southwestern region (2.4%), the northcentral region (1.6%), the northeastern region (1.3%), the southeastern region (1.3%), and the northwestern region (1.3).

The greatest increases in salaried employees occurred for employers with 1 to 99 employees (3.9%), 100 to 499 employees (3.0%), and those with 500 to 999 employees (1.9%). Very little change was experienced by employers with 10,000 or more employees (0.4%). A very slight decrease was reported by employers with 5,000 to 9,999 employees (-0.5%).

Anticipated Changes in Salaried Employees This Year (1987-88)

Employment areas expecting significant increases in salaried employees this year are hotels, motels, restaurants, and recreational facilities (6.1%); accounting (5.1%); electrical machinery and equipment (4.0%); and merchandising and related services (3.5%). (Pages 5-7)

Expecting decreases this year are the following employment areas: printing, publishing, and informational services (-0.1%); hospitals and health services (-1.0%); the military (-1.0%); diversified conglomerates (-1.7%); public utilities (-1.9%); and automotive and mechanical equipment (-2.0%).

This year, increases anticipated by region include the southwestern region (2.4%), the southcentral region (2.3%), and the northcentral region (2.2%).

Acceptance Rates for Job Offers

An excellent measure of past job market trends is the percentage of job offers accepted. Of offers made by surveyed employers to technical college graduates during 1986-87, 55.5% were accepted. This compares to an acceptance rate of 61.2% in 1985-86, 59.7% in 1984-85, 68.5% in 1983-84, and 60.1% in 1982-83. This decrease in the acceptance rate for 1986-87 graduates most likely suggests an improved job market for technical graduates. (Pages 20-22)

Offers of employment to non-technical college graduates were also accepted at a lower rate (62.5%) during 1986-87, according to surveyed employers. This compares to an acceptance rate of 68.3% during 1985-86, 68.2% in 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. This decrease in acceptance rates during the past year may also suggest an improving job market for non-technical graduates.

The highest acceptance rates for offers of employment to non-technical graduates were received by educational institutions (57.1%) and governmental agencies (58.5%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (64.4%), conglomerates (66.9%), and business and service organizations (59.2%). Acceptance rates for technical graduates were as follows: conglomerates (74.0%), governmental agencies (65.9%), industry and manufacturing (65.8%), services (62.1%), businesses (43.0%), and education (28.8%).

For non-technical college graduates, the highest acceptance rates were received by organizations with 500 to 999 employees (68.3%). In the middle range of acceptance rates were employers with 1,000 to 4,999 employees (67.2%), 5,000 to 9,999 employees (66.9%), 10,000 or more employees (62.8%), and 100 to 499 employees (55.1%). The lowest acceptance rate for non-technical graduates was experienced by employers with 1 to 99 employees (51.4%). The highest acceptance rates for technical graduates were received by organizations with 1,000 to 4,999 employees (58.5%). Following this employer size were organizations with 1 to 99 employees (57.8%), 10,000 or more employees (56.7%), 500 to 999 employees (56.1%), 5,000 to 9,999 employees (52.4%), and 100 to 499 employees (49.7%).

Trends for Interviewing Schedules

An overall increase of 2.4% in campus interview schedules is expected this year. The most significant increases in campus interview schedules are expected from employers with 500 to 999 employees (7.8%) and employers with 10,000 or more employees (4.1%). Slight increases in campus interview schedules are expected from employers with 1,000 to 4,999 employees (1.3%), employers with 5,000 to 9,999 employees (0.6%), and employers with 1 to 99 employees (0.4%). Decreases in campus interview schedules are expected by employers with 100 to 499 employees (-0.3%). (Pages 25-26)

Changes in the numbers of interview schedules will vary again this year according to the type of organization. The greatest increases can be expected for hospitals and health services (30.7%); petroleum and allied products (23.1%); hotels, motels, restaurants, and recreational facilities (17.1%); agribusiness (14.3%); educational institutions (10.2%); metals and metal products (6.2%); electrical machinery and equipment (4.5%); military services (3.3%); and glass, packaging, and allied products (3.3%).

Moderate increases in the number of campus interview schedules are expected from accounting (1.0%); communication (radio, TV, and newspapers) (1.0%); and chemicals, drugs, and allied products (0.1%).

No changes in the number of campus interview schedules is expected for tire and rubber products.

Those organizations expecting declines in the number of interview schedules on college campuses include diversified conglomerates (-0.6%); merchandising, retailing, and related services (-0.9%); governmental administration (-1.1%); construction and building materials manufacturing (-2.8%); food and beverage processing (-3.8%); research and consulting services (-4.8%); banking, finance, and insurance (-5.3%); aerospace and components (-7.9%); public utilities (-8.0%); electronics and instruments (-9.9%); automotive and mechanical equipment (-13.4%); printing, publishing, and informational services (-14.2%); and service and volunteer organizations (-35.0%).

Campus Visits by Employer Representatives

Although an increase of 1.4% in the number of campus visits is expected this year, the most significant increases in visits are expected from employers with 1 to 99 employees (4.9%), employers with 500 to 999 employees (3.8%), and employers with 10,000 or more employees (2.8%). Slight increases in campus visits are expected by employers with 1,000 to 4,999 employees (0.2%) and employers with 5,000 to 9,999 employees (0.8%). Decreases in campus visits are expected from employers with 100 to 499 employees (-0.8%). (Pages 23-24)

Changes in the numbers of campus visits will vary again this year according to the type of organization. Surveyed employers report the greatest increases in campus visits can be expected in the following catagories: hospitals and health services (30.7%); petroleum and allied products (23.1%); hotels and motels (17.1%); agribusiness (14.3%); education (10.2%); metals and metal products (6.2%); electrical machinery and equipment (4.5%); military services (3.3%); and glass, packaging, and allied products (3.3%).

Moderate increases in the number of campus visits are expected from accounting (1.0%); communication (1.0%); and chemicals, drugs and allied products (0.1%).

No changes in the number of campus visits are expected for tire and rubber products.

Those organizations expecting declines in the number of visits on college campuses include diversified conglomerates (-0.6%); merchandising and related services (-0.9%); governmental administration (-1.1%); construction and building materials manufacturing (-2.8%); food and beverage processing (-3.8%); research and/or consulting services (-4.8%); banking, finance and insurance (-5.3%); aerospace and components (-7.9%); public utilities (-8.0%); electronics and instruments (-9.9%); automotive and mechanical equipment (-13.4%); printing, publishing and informational services (-14.2%);and service or volunteer organizations (-35.0%).

Reneging on Job Offers by Graduating Students and Employers

According to employers who reported students reneging on job offers, a total of of 1,671 cases were reported. The largest numbers of reneges were reported by educational institutions (503); hotels, motels, resorts and recreational services (209); hospitals and health services (155); military services (118); public utilities, including transportation (116); merchandising and retail services (108); aerospace and components (74); banking, finance and insurance (51); research and consulting services (42); and construction and building materials manufacturing (34). (Page 27)

Employer categories reneging on the most job offers were educational institutions (29); aerospace and components (7); research and consulting services (5); public utilities, including transportation (2); chemicals, drugs, and allied products (1); diversified conglomerates (1); and petroleum and allied products (1).

Closed Interview Schedules Requested by Employers

Employers responding to this year's survey indicate that a very slight increase (0.9%) in closed interview schedules will be requested by their organizations when interviewing on college campuses this year (1987-88). (Pages 28-29)

Those organizations expecting substantial increases in closed interview schedules include communication--radio, TV, and newspapers (15.0%); hospitals and health services (13.1%); construction and building materials manufacturing (12.9%); chemicals, drugs, and allied products (6.9%); and banking, finance and insurance (6.1%).

Moderate increases are expected by merchandising and retail services (3.5%); diversified conglomerates (3.3%); electronics and instruments (3.3%); accounting (3.1%); electrical equipment and machinery (2.3%); aerospace and components (2.0%); educational institutions (1.3%); agribusiness (1.2%); petroleum and allied products (1.2%); research and consulting services (1.1%); and metals and metal products (0.8%).

No change in numbers of closed interview schedules is expected in hotels, motels, restaurants, and recreational services; military services; glass, paper, packaging and allied products; and service and volunteer organizations.

Decreases in closed schedules are expected by governmental administration (-2.4%); public utilities, including transportation (-2.7%); automotive and mechanical equipment (-8.3%); food and beverage processing services (-8.4%); tire and rubber products (-10.0%); and printing, publishing, and informational services (-14.2%).

Organizations with increases in closed schedules will be those with 5,000 to 9,999 employees (4.3%); employers with 100 to 499 employees (2.8%); employers with 10,000 or more employees (2.1%); and employers with 1,000 to 4,999 employees (1.7%). A decrease in the number of closed schedules is predicted by employers with 1 to 99 employees (-5.0%) and employers with 500 to 999 employees (-2.1%).

Prescreening on College and University Campuses

Of 403 organizations responding to this question, 280 employers (69.5%) indicated that their organizations prescreened at colleges and universities where it was permitted last year. In 1986-87, 65.5% of the surveyed employers prescreened. These statistics indicate a slight increase in organizations prescreening on college campuses. (Pages 30-31)

When prescreening graduating students before interviewing on college campuses, surveyed employers indicated that academic majors were most often used as the main factor. The next most important factor used by organizations was degree level achieved. Following these factors were grade point average, career-related work experiences, neat appearance of credentials/ resumes, locational preferences, stated career objectives, internship/ co-op work experiences, and leadership in campus organizations.

Employer categories using prescreening most often were the military (100%); tire and rubber products (100%); accounting (93%); chemicals, drugs and allied products (87%); automotive and mechanical equipment (85%); research and consulting services (85%); and electronics and instruments (85%). Following these employer catagories were metals and metal products (83%); printing and publishing (83%); public utilities (82%); electrical machinery and equipment (82%); merchandising and related services (81%); aerospace and components (80%); hotels, motels, restaurants and recreational facilities (80%); petroleum and allied products (80%); and diversified conglomerates (80%).

Videotaped Interviews as Alternatives for Campus Interviewing

Of the 416 organizations responding to this question, 4.0% plan to hire a company to conduct videotaped interviews. The largest percentage of employers planning to hire a company to conduct videotaped interviews were military services (33.0%); accounting (20.0%); diversified conglomerates (20.0%); automotive and mechanical equipment (15.0%); agribusiness (14.0%); hospitals and health services (11.0%); metals and metal products (8.0%); chemicals, drugs, and allied products (7.0%); research and consulting services (5.0%); public utilities, including transportation (5.0%); governmental administration (5.0%); and merchandising and retail services (4.0%). (Pages 32-33)

Organizations responding that they will not be hiring a company to conduct videotaped interviews were aerospace and components; banking, finance, and insurance; communication-- radio, TV, and newspapers; construction and building materials manufacturing; educational institutions; electrical machinery and equipment; electronics and instruments; food and beverage processing; hotels, motels, resorts, and recreational facilities; glass, packaging, and allied products; petroleum and allied products; printing, publishing and informational services; services and volunteer organizations; and tire and rubber products.

When questioned about students sending videotapes instead of resumes when seeking employment, 36.0% of the surveyed employers reported that they would be interested. Of these organizations, the employers with the greatest interest in this proposal were glass, packaging and allied products (67.0%); hotels, motels, resorts, and recreational facilities (58.0%); metals and metal products (58.0%); educational institutions (55.0%); diversified conglomerates (50.0%); communication--radio, TV, and newspapers (50.0%); agribusiness (45.0%); automotive and mechanical equipment (40.0%); merchandising and retail services (39.0%); chemicals, drugs,and allied products (33.0%) and military services (33.0%).

Organizations that had moderate interest in this idea were electronics and instruments (29.0%); research and consulting services (29.0%); public utilities (27.0%); construction and building materials manufacturing (27.0%); govermental

adminstration (24.0%); hospitals and health services (22.0%); electrical machinery and equipment (18.0%); printing, publishing and informational services (17.0%); and accounting (14.0%). The organizations responding with very little or no interest in a videotaped resume program were banking, finance and insurance; food and beverage processing; aerospace and components; service and volunteer organizations: and tire and rubber products.

Delayed Hiring Last Year (1986-87)

Because of changes in the composition of workforces in many organizations last year (1986-87), the decision to hire new employees may have been delayed. Of the 409 employers responding to this question, 96 organizations (23.5%) confirmed that hiring of new college graduates was delayed last year. The average delay in hiring was 2.7 months. (Page 34)

Organizations with delays of five to ten months were metals and metal products (5.0 months); automotive and mechanical equipment (5.3 months); governmental administration (6.0 months); military services (6.0 months); and petroleum and allied products (10.0 months).

Organizations with a delay of one to three months were electronics and instruments (1.3 months); educational institutions (1.7 months); construction and building materials manufacturing (1.9 months); accounting (2.0 months); agribusiness (2.0 months); communication (radio, TV, and newspapers) (2.0 months); glass, packaging, and allied products (2.0 months); research and consulting services (2.0 months); aerospace and electrical machinery (2.3 months); hospitals and health services (2.7 months); public utilities (2.9 months); and printing, publishing, and informational services (3.0 months).

Organizations that delayed less than a month were chemicals, drugs, and allied products (0.5 months); merchandising and related services (0.8 months); and banking, finance, and insurance (0.9 months).

Centralized vs Decentralized Placement Services

Of 403 organizations responding, most preferred a centralized placement office (84.0%). The strongest preference for a centralized placement office came from communication (radio, TV, and newspapers) (100%); diversified conglomerates (100%); military services (100%); glass, packaging, and allied products (100%); service and volunteer organizations (100%); tire and rubber products (100%); merchandising and related services (96.0%); governmental adminstration (94.0%); electronics and instruments (93.0%); metals and metal products (92.0%); aerospace and components (91.0%); electrical machinery (91.0%); and petroleum and allied products (90.0%). (Page 35)

Continuing the list were banking, finance, and insurance (88.0%); hospitals and health services (88.0%); chemicals, drugs, and allied products (87.0%); public utilities (85.0%); construction and building materials manufacturing (83.0%); educational institutions (80.0%); automotive and mechanical equipment (80.0%); accounting (80.0%); research and consulting services (76.0%); food and beverage processing (67.0%); printing, publishing, and informational services (67.0%); hotels, motels, and resort facilities (56.0%); and agribusiness (43.0%).

Base Salary Pay Bonuses

Of surveyed organizations, most never subscribe to the practice of adding bonuses to base salaries of new college graduates. However, of the few employers who give base salary bonuses, most often used were bonuses for relocation costs, moving expenses, and high academic performance. Other items such as early acceptance, minority status, gender, and reputation of school were not found to be significant for adding bonuses to base salaries. (Page 36)

Supervision of Cooperative Education Programs

In the opinions of employers responding to this survey, most believe (81.0%) that cooperative education programs should be supervised by co-op or intern offices. Following this, in order of preference, were placement services and academic departments. (Page 37)

When hiring co-op students, 64 of 388 organizations (16.5%) reported that they "always" hire co-op students with the intent to keep those who achieve excellent job performance as full-time employees. Those employers who "almost always" or "sometimes" practice this policy totaled 199 (51.2%).

Placement Offices Tied to Development Programs and Fund-Raising Activities

Do you believe placement offices should be involved with the development programs of their colleges or universities and tied to fund-raising activities? Of 365 employers responding to this question, 8 organizations (2.2%) responded that placement offices should "always" be involved. Organizations believing that placement offices should "almost always" and "sometimes" be involved totaled 131 (35.9%). The majority of surveyed employers (62.0%) felt that placement offices should "seldom" or "never" be involved with development and fund-raising activities. (Page 37)

Payments for On-Campus Recruiting Activities

Would you agree to pay a fee or bonus to a college or university for each student hired from on-campus recruiting? Of the 387 organizations responding to this question, 359 employers (92.8%) reported that they would "seldom" or "never" agree to pay a fee or bonus to a college or university for each student hired from on-campus recruiting. (Pages 37-38)

A few organizations are already paying fees (12%) for special activities outside campus and when prescreening recent and upcoming graduates. Most organizations when recruiting on campuses do not pay fees in any form (88.0%).

Contributions to Career Planning and Placement Offices

Organizations most often making contributions to career planning and placement offices were construction and building materials manufacturers (26.3%); tire and rubber products (23.5%); service and volunteer organizations (15.0%); chemicals, drugs, and allied products (12.6%); electronics and instruments (12.6%); merchandising and related services (11.7%); hotels, motels, and recreational facilities (11.3%); petroleum and allied products (10.0%); public utilities (9.3%); restaurants (9.0%); agribusiness (9.0%); metals and metal

products (7.7%); diversified conglomerates (6.9%); banking, finance, and insurance (5.9%); aerospace and components (5.2%); and accounting (3.6%). (Page 39)

Other organizations with very minor contributions were educational institutions (0.7%); automotive and mechanical equipment (0.4%); hospitals and health services (0.3%); electrical machinery and equipment (0.2%); and research and consulting services (0.1%).

Organizations that did not make donations to career planning and placement services were communication (radio, TV, and newspapers); govermental adminstration; military services; glass, packaging, and allied products; and printing, publishing, and informational services.

Hiring Trends for Liberal Arts Graduates

Organizations hiring the most liberal arts majors last year (1986-87) were military services (55.0%); service and volunteer organizations (40.0%); merchandising and related services (39.5%); printing, publishing, and informational services (39.2%); construction and building materials manufacturing (36.3%); banking, finance, and insurance (36.2%); electrical machinery and equipment (29.6%); educational institutions (28.4%); diversified conglomerates (24.3%); glass, packaging, and allied products (22.5%); tire and rubber products (22.5%); hotels, motels, and recreational facilities (20.9%); hospitals and health services (19.3%); chemicals, drugs, and allied products (17.4%); food and beverage processing (15.8%); communication-- radio, TV, and newspapers (12.5%); governmental administration (11.2%); public utilities (8.9%); automotive and mechanical equipment (8.5%); metals and metal products (7.8%); electronics and instruments (6.9%); petroleum and allied products (5.9%); aerospace and components (4.9%); research and consulting services (4.9%); accounting (2.2%); and agribusiness (0.4%). (Page 40)

Skills Provided by Liberal Arts Graduates

What skills are provided by liberal arts majors that make them attractive to organizations for middle or upper management positions? According to surveyed employers, liberal arts majors "always", "almost always", or "sometimes" have the following skills that make them most attractive for middle or upper management positions: writing abilities, computer skills, management/ supervisory abilities, investigation/negotation/arbitration skills, public relations abilities, marketing/sales abilities, public speaking skills, editing abilities, and language comprehension. Their knowledge of foreign cultures was "seldom" a factor. (Page 41)

The Immigration Reform and Control Act of 1986

Has the new Immigration Reform and Control Act of 1986 had an impact on your recruiting strategies? Of the 387 organizations responding to this question, 110 employers (28.4%) reported some effect from the Act. (Page 42)

Training Programs for Orienting New College Hires

The most often used training programs when orienting new college hires were basic orientation and training followed by on-the-job training, seminars given by the organization, and a formal buddy relationship (co-worker). Training programs requiring the most time were on-the-job training (187 days), rotational assignments (97.2 days), and formal mentor relationships (90.4 days). Training programs requiring the least time were seminars by outside consultants (10.7 days), orientation and training sessions (13.4 days), videotapes (13.7 days), interactive computer training (14.4 days), and seminars given by the organization (24.6 days). (Page 44)

Ethics of Recruiting Graduates Already Hired by Another Organization

In your opinion is it ethical for employers to recruit and interview graduating students who have accepted a job offer with another organization if the student has not yet begun to work? Of the 390 employers who answered this question, 155 recruiters (38.7%) would "never" recruit graduates who had accepted a job offer with another organization but had not yet begun to work. (Page 45)

Is it ethical, in your opinion, for graduating students who have already accepted a job offer with one employer to continue interviewing with other prospective employers? Of the 390 employers responding to this question, 176 representatives (45.1%) thought it was "never" ethical for students who have already accepted a job offer with one employer to continue interviewing with other prospective employers.

If an applicant has agreed to work for another organization, do you ever contact them to encourage them to work for your organization instead? Of the 386 employers responding to this question, 254 recruiters (66%) will "never" encourage graduates to work for their organizations if the applicants have already agreed to work for another organization.

Drug, Alcohol, and AIDS Testing

According to employers responding to this year's survey, drug testing of new college graduates was used by 27% of them last year, an increase from 20% using drug screening one year earlier. College graduates are given access to drug test results by 43% of the surveyed employers. (Pages 46-48)

If drug tests produce positive results, 38% of the surveyed employers "never" re-test and 37% "always" re-test. Of responding employers, 36% will reject candidates who have a previous record of drug use, but are currently drug free.

Of the organizations that do not currently screen job applicants for drug use, 15% intend to initiate a drug testing program within the next one to five years.

Testing new college graduates for alcohol levels is not very prevalant at this time. Of the employers responding to this year's survey, 13% test new college graduates for alcohol levels.

AIDS testing of new college graduates is unusual. Only 2% of the employers responding to this survey are currently testing for AIDS.

For handling employees with AIDS, 25.6% of the surveyed employers currently have a policy. Employer categories that most frequently have an AIDS policy include the military; educational institutions; diversified conglomerates; hospitals and health services; banking, finance, and insurance; and electronics and instruments.

Employer categories frequently not having an AIDS policy include communication (radio, TV, and newspapers); metals and metal products; research and/or consulting services; automotive and mechanical equipment; glass, packaging, and allied products; accounting; and aerospace and components.

Advice for Graduating Students on Making Initial Contacts

When offering advice on methods for making initial contacts with their organizations, surveyed employers recommended that graduating students send a letter of application and resume to the personnel department (64% "always" recommend this). The next best contact according to surveyed employers was on-campus interviewing (55% "always" recommend this). (Page 50)

For making initial contacts, listed from most recommended to least recommended, were a letter and resume sent to the personnel department, on-campus interviewing, responses to job listings, current employee referrals, internships, part-time and summer employment, cooperative education programs, a letter and resume sent to the department head, visiting the personnel office personally, phoning the personnel office to request an interview, and seeking assistance through employment agencies.

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line and percentages of totals on the second line. Responses are listed by EMPLOYER CATEGORY.

Employer Categories — Number of Salaried Employees

FREQUENCY PERCENT	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
ACCOUNTING	13 1.28	9 0.88	0 0.00	3 0.29	4 0.39	5 0.49	34 3.34
AEROSPACE & COMP	1 0.10	3 0.29	4 0.39	15 1.47	0 0.00	8 0.79	31 3.04
AGRIBUSINESS	8 0.79	2 0.20	2 0.20	5 0.49	1 0.10	0 0.00	18 1.77
AUTOMOTIVE AND M	7 0.69	10 0.98	5 0.49	10 0.98	1 0.10	5 0.49	38 3.73
BANKING, FINANCE	14 1.37	15 1.47	12 1.18	18 1.77	7 0.69	3 0.29	69 6.77
CHEMICALS, DRUGS	4 0.39	11 1.08	2 0.20	11 1.08	5 0.49	7 0.69	40 3.93
COMM (RADIO, TV,	1 0.10	2 0.20	2 0.20	0 0.00	0 0.00	0 0.00	5 0.49
CONSTRUCTION & B	14 1.37	17 1.67	5 0.49	4 0.39	1 0.10	2 0.20	43 4.22
EDUCATIONAL INST	20 1.96	44 4.32	31 3.04	62 6.08	9 0.88	7 0.69	173 16.98
ELECTR MACH & EQ	6 0.59	3 0.29	2 0.20	7 0.69	0 0.00	10 0.98	28 2.75
ELECTRONICS & IN	8 0.79	8 0.79	3 0.29	10 0.98	1 0.10	5 0.49	35 3.43
FOOD, BEVERAGE P	6 0.59	4 0.39	4 0.39	4 0.39	1 0.10	3 0.29	22 2.16
GLASS, PKG, & AL	7 0.69	5 0.49	2 0.20	2 0.20	1 0.10	2 0.20	19 1.86
TOTAL	180 17.66	258 25.32	139 13.64	269 26.40	59 5.79	114 11.19	1019 100.00

(Continued)

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Employer Categories — Number of Salaried Employees

FREQUENCY / PERCENT	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
GOVERNMENTAL ADM	7	6	5	13	4	10	45
	0.69	0.59	0.49	1.28	0.39	0.98	4.42
HOSPITALS & HEAL	7	13	4	11	1	3	39
	0.69	1.28	0.39	1.08	0.10	0.29	3.83
HOTELS, MOTELS,	12	15	6	7	2	5	47
	1.18	1.47	0.59	0.69	0.20	0.49	4.61
MERCHANDISING &	9	17	14	15	7	3	65
	0.88	1.67	1.37	1.47	0.69	0.29	6.38
METALS & METAL P	11	13	4	7	2	1	38
	1.08	1.28	0.39	0.69	0.20	0.10	3.73
MILITARY SERVICE	0	1	0	2	0	3	6
	0.00	0.10	0.00	0.20	0.00	0.29	0.59
PETROLEUM & ALLI	1	7	1	5	0	9	23
	0.10	0.69	0.10	0.49	0.00	0.88	2.26
PRINTING, PUBL &	2	9	1	3	1	0	16
	0.20	0.88	0.10	0.29	0.10	0.00	1.57
PUBLIC UTILITIES	2	7	17	38	6	10	80
	0.20	0.69	1.67	3.73	0.59	0.98	7.85
RESEARCH & CONSU	8	24	9	11	0	3	55
	0.79	2.36	0.88	1.08	0.00	0.29	5.40
SERVICE & VOLUNT	9	7	2	1	1	0	20
	0.88	0.69	0.20	0.10	0.10	0.00	1.96
TIRE & RUBBER PR	1	2	0	0	0	1	4
	0.10	0.20	0.00	0.00	0.00	0.10	0.39
DIVERSIFIED CONG	2	4	2	5	4	9	26
	0.20	0.39	0.20	0.49	0.39	0.88	2.55
TOTAL	180	258	139	269	59	114	1019
	17.66	25.32	13.64	26.40	5.79	11.19	100.00

Observations: Responses to the 1987-88 Recruiting Trends survey were received from 1,019 employers representing businesses, industries, governmental agencies, and educational institutions. Organizations with 10,000 or more employees represented 11.19% of the respondents; those with 5,000 to 9,999 employees were 5.79% of the respondents; and organizations with 1,000 to 4,999 employees represented 26.4% of the respondents. Organizations with 500 to 999 employees were represented by 13.64% of the respondents, those with 100 to 499 employees by 25.32% of the respondents, and those with 1 to 99 employees by 17.66% of the respondents.

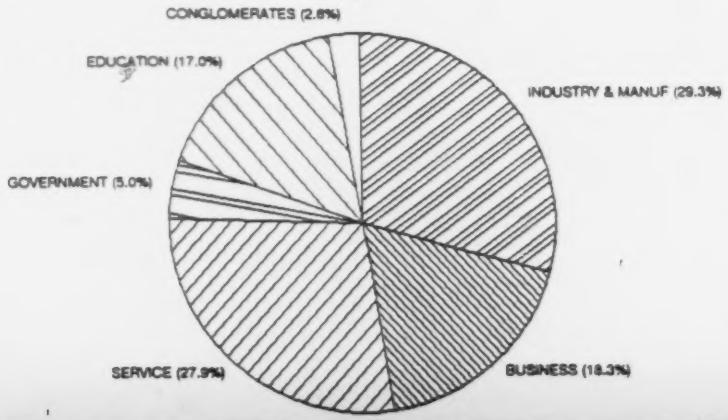
These numbers display the diversity of employers included in this survey.

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line and percentages of totals on the second line. Responses are listed for each EMPLOYER GROUP.

Employer Group — Number of Salaried Employees

FREQUENCY / PERCENT / ROW PCT / COL PCT	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
INDUSTRY & MANUF	60	79	28	71	11	50	299
	5.89	7.75	2.75	6.97	1.08	4.91	29.34
	20.07	26.42	9.36	23.75	3.68	16.72	
	33.33	30.62	20.14	26.39	18.64	43.86	
BUSINESS	44	43	28	41	19	11	186
	4.32	4.22	2.75	4.02	1.86	1.08	18.25
	23.66	23.12	15.05	22.04	10.22	5.91	
	24.44	16.67	20.14	15.24	32.20	9.65	
SERVICE	47	81	45	75	12	24	284
	4.61	7.95	4.42	7.36	1.18	2.36	27.87
	16.55	28.52	15.85	26.41	4.23	8.45	
	26.11	31.40	32.37	27.88	20.34	21.05	
GOVERNMENT	7	7	5	15	4	13	51
	0.69	0.69	0.49	1.47	0.39	1.28	5.00
	13.73	13.73	9.80	29.41	7.84	25.49	
	3.89	2.71	3.60	5.58	6.78	11.40	
EDUCATION	20	44	31	62	9	7	173
	1.96	4.32	3.04	6.08	0.88	0.69	16.98
	11.56	25.43	17.92	35.84	5.20	4.05	
	11.11	17.05	22.30	23.05	15.25	6.14	
CONGLOMERATES	2	4	2	5	4	9	26
	0.20	0.39	0.20	0.49	0.39	0.88	2.55
	7.69	15.38	7.69	19.23	15.38	34.62	
	1.11	1.55	1.44	1.86	6.78	7.89	
TOTAL	180	258	139	269	59	114	1019
	17.66	25.32	13.64	26.40	5.79	11.19	100.00

Observations: Of the 1,019 employers responding to this year's survey, 29.3% were industries and manufacturing organizations, 18.3% businesses, 27.9% service organizations, 5.0% governmental agencies and military services, 17.0% educational institutions,and 2.6% diversified conglomerates.



How many SALARIED employees (excluding clerical staff) are on the payroll of your organization in OVERSEAS LOCATIONS? Responses are listed by EMPLOYER CATEGORY.

	1-99	100-499	500-999	1000-4999	5000-9999	10000+	OVER-SEA TOTAL	NONE OVER-SEA
.....EMPLOYER CATEGORIES	N	N	N	N	N	N	N	N
ACCOUNTING	4	1	0	1	0	8	14	20
AEROSPACE	8	2	3	3	0	1	17	11
AGRIBUSINESS	3	2	0	0	1	0	6	12
AUTOMOTIVE	9	4	2	3	0	4	22	15
BANKING FIN	12	3	0	0	0	0	15	52
CHEMICALS	11	3	1	3	4	4	26	12
COMMUNICATION	0	1	0	0	0	0	1	4
CONSTRUCTION	9	1	0	2	1	0	13	30
EDUCATION	13	2	0	2	0	0	17	156
ELECTR MACH	6	2	1	1	2	9	21	6
ELECTRONICS	7	5	2	2	1	4	21	13
RESTAURANTS	3	0	0	0	0	3	6	16
PACKAGING	4	3	0	0	0	0	7	10
GOVERNMENT	5	2	2	1	0	0	10	34
HOSPITALS	2	1	1	0	0	1	5	33
HOTELS MOTELS	1	3	2	1	0	1	8	37
MERCHANDISING	6	0	1	1	0	1	9	53
METALS PRODS	8	3	0	3	1	1	16	20
MILITARY	2	1	0	1	0	2	6	0
PETROLEUM	3	1	0	4	2	3	13	10
PRINTING PUBL	3	3	1	0	0	0	7	9
UTILITIES	6	2	1	0	0	1	10	68
RESEARCH	5	7	1	1	1	0	15	38
SERV VOL ORGS	2	2	0	1	0	0	5	13
TIRE RUBBER	1	0	0	0	0	1	2	2
CONGLOMERATES	5	2	0	5	1	1	14	9
OVERALL TOTALS	138	56	18	35	14	45	306	683

Observations: Of the 989 employers responding, 306 organizations (30.9%) had some salaried employees in overseas locations. Of these employers, 138 (14.0%) had 1 to to 99 employees overseas, 56 (5.7%) had 100 to 499 employees overseas, 18 (1.8%) had 500 to 999 employees overseas, 35 (3.5%) had 1,000 to 4,999 employees overseas, 14 (1.4%) had 5,000 to 9,999 employees overseas, and 45 (4.6%) had more than 10,000 employees overseas.

In the LAST YEAR (1986-1987), what change occurred in the number of SALARIED employees working for your organization, and this year (1987-1988), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by EMPLOYER CATEGORY.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
EMPLOYER CATEGORIES				
ACCOUNTING	25	5.0	25	5.1
AEROSPACE	27	3.3	25	1.2
AGRIBUSINESS	13	-2.2	13	0.5
AUTOMOTIVE	30	-1.9	27	-2.0
BANKING FIN	53	4.5	51	2.5
CHEMICALS	32	1.3	33	2.2
COMMUNICATION	5	-1.6	5	0.0
CONSTRUCTION	37	2.5	38	3.6
EDUCATION	138	2.1	138	1.7
ELECTR MACH	27	1.5	26	4.0
ELECTRONICS	29	2.2	30	2.4
RESTAURANTS	20	3.5	19	3.6
PACKAGING	19	3.3	16	0.0
GOVERNMENT	38	2.7	36	2.1
HOSPITALS	33	1.8	33	-1.0
HOTELS MOTELS	38	6.9	36	6.1
MERCHANDISING	58	3.7	57	3.5
METALS PRODS	30	0.7	34	1.4
MILITARY	6	-0.7	6	-1.0
PETROLEUM	20	-2.9	20	1.7
PRINTING PUBL	13	4.2	13	-0.1
UTILITIES	67	-1.0	64	-1.9
RESEARCH	49	5.1	47	4.3
SERV VOL ORGS	16	8.0	15	5.1
TIRE RUBBER	4	-4.5	4	0.0
CONGLOMERATES	20	0.8	20	-1.7
OVERALL TOTALS	847	2.3	831	1.9

Observations: Employers were surveyed on this question since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for their organizations last year. Employers responding to this year's survey reported a net increase of 2.3% in numbers of salaried employees working for their organizations last year. This compared to an increase of 1.6% found in 1985-86, 1.7% found in 1984-85, and 1.5% found in 1983-84. Over the last five years, many of the surveyed employers have slighty increased the numbers of salaried employees working for their organizations.

Last year (1986-87), significant increases in the number of salaried employees occured. Those organizations with high increases were found in the following employment areas: service or volunteer organizations (8.0%); hotels, motels, restaurants, and recreational facilities (6.9%); research and/or consulting services (5.1%); accounting (5.0%); banking, finance and insurance (4.5%); and glass, packaging, and allied products (3.3%).

This year (1987-88), employment areas expecting significant increases in the number of salaried employees are hotels, motels, restaurants, and recreational facilities (6.1%); accounting (5.1%); electrical machinery and equipment (4.0%); and merchandising and related services (3.5%).

Expecting decreases this year are the following employment areas: automotive and mechanical equipment (-2.0%); public utilities (-1.9%); diversified conglomerates (-1.7%); hospitals and health services (-1.0%); military (-1.0%); and printing, publishing, and informational services (-0.1%).

In the LAST YEAR (1986-1987), what change occurred in the number of SALARIED employees working for your organization, and this year (1987-1988), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by GEOGRAPHIC REGION.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
GEOGRAPHICAL REGIONS				
NORTHEAST	147	1.3	141	1.1
SOUTHEAST	69	1.3	70	1.8
NORTHCENTRAL	421	3.0	414	2.2
SOUTHCENTRAL	83	1.6	79	2.3
NORTHWEST	44	1.3	44	1.2
SOUTHWEST	71	2.4	71	2.4
OVERALL TOTALS	835	2.3	819	1.9

Observations: Last year, the overall change in number of salaried employees was an increase of approximately 2.3%. The largest increases were reported in the northcentral region (3.0%) and the southwest (2.4%). This year, an increase of 1.9% was anticipated overall. The largest gains in salaried employees this year are anticipated in the southwest (2.4%), the southcentral region (2.3%), and the northcentral region (2.2%).

Responses are listed by EMPLOYER SIZE.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
EMPLOYER SIZES				
1-99	149	3.9	150	3.7
100-499	218	3.0	220	2.4
500-999	120	2.5	117	2.3
1000- 4999	219	1.9	208	1.0
5000- 9999	49	-0.5	48	0.1
10,000+	92	0.4	88	0.2
OVERALL TOTALS	847	2.3	831	1.9

Observations: Last year, the greatest increases in the number of salaried employees occurred for employers with 1 to 99 employees (3.9%), 100 to 499 employees (3.0%), and those with 500 to 999 employees (2.5%). Very little change was experienced by employers with 10,000 or more employees (0.4%). A very slight decrease was reported by employers with 5,000 to 9,999 employees (-0.5%). This year, this same general pattern is expected to prevail.

How many new college graduates were hired by your organization last year (1986-1987) for professional positions, and how many do you expect to hire this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
EMPLOYER CATEGORIES							
ACCOUNTING	34	7,380	217	34	7,787	229	5.5
AEROSPACE	30	6,549	218	29	6,375	220	0.7
AGRIBUSINESS	16	287	18	18	415	23	28.5
AUTOMOTIVE	38	3,550	93	37	3,517	95	1.7
BANKING FIN	68	4,776	70	64	5,049	79	12.3
CHEMICALS	39	4,131	106	39	4,519	116	9.4
COMMUNICATION	4	21	5	4	22	6	4.8
CONSTRUCTION	40	284	7	39	317	8	14.5
EDUCATION	159	13,304	84	157	12,266	78	-6.6
ELECTR MACH	26	7,115	274	25	7,668	307	12.1
ELECTRONICS	35	1,977	56	35	2,087	60	5.6
RESTAURANTS	24	838	35	24	1,022	43	22.0
PACKAGING	16	195	12	15	166	11	-9.2
GOVERNMENT	39	7,002	180	38	7,301	192	7.0
HOSPITALS	34	3,179	94	33	3,333	101	8.0
HOTELS MOTELS	45	2,544	57	45	2,862	64	12.5
MERCHANDISING	60	6,807	113	62	7,764	125	10.4
METALS PRODS	37	611	17	37	926	25	51.6
MILITARY	4	1,289	322	4	1,237	309	-4.0
PETROLEUM	23	1,179	51	23	1,890	82	60.3
PRINTING PUBL	15	355	24	15	298	20	-16.1
UTILITIES	77	3,239	42	76	3,231	43	1.1
RESEARCH	49	2,478	51	47	2,185	46	-8.1
SERV VOL ORGS	18	401	22	18	577	32	43.9
TIRE RUBBER	4	36	9	4	256	64	611.1
CONGLOMERATES	26	1,726	66	26	1,578	61	-8.6
OVERALL TOTALS	960	81,253	85	948	84,648	89	5.5

(Continued)

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Observations: Last year, hiring of new college graduates among surveyed employers totaled 81,748. The employer categories hiring the most new college graduates included education (13,304); electrical machinery and equipment (7,610); accounting (7,380); governmental adminstration (7,002); and merchandising and related services (6,807).

This year, prior to the stock market plunge of October 19, 1987, hiring among surveyed employers is expected to total 84,648 new college graduates, and the employer categories expecting to hire the greatest numbers were education (12,266); electrical machinery and equipment (7,668); merchandising and related services (7,764); accounting (7,787) and governmental administration (7,301).

Employer categories with the greatest percentage change in numbers of new college graduates hired compared to last year were tire and rubber products (611.1%); petroleum and allied products (60.3%); metals and metal products (51.6%); service or volunteer organizations (43.9%); agribusiness (28.5%); and hotels, motels, restaurants and recreational facilities (12.5%).

After the stock market plunge of October 19, 1987, employers who responded to the first Recruiting Trends questionnaire were surveyed again. As a result of changes in the economy, had their organizations changed their quotas for new college hires? If so, how many graduates did each organization now expect to hire this year (1987-88)? Listed on the next page are employer hiring quotas prior to the plunge and after the plunge of October 19, 1987.

Continued . . .

	ANTICIPATED HIRES BEFORE THE CRASH			ANTICIPATED HIRES AFTER THE CRASH			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
EMPLOYER CATEGORIES							
ACCOUNTING	34	7,787	229	34	7,787	229	0.0
AEROSPACE	29	6,375	220	30	6,111	204	-7.3
AGRIBUSINESS	18	415	23	18	416	23	0.2
AUTOMOTIVE	37	3,517	95	37	3,454	93	-1.8
BANKING FIN	64	5,049	79	64	4,958	77	-1.8
CHEMICALS	39	4,519	116	39	4,588	118	1.5
COMMUNICATION	4	22	6	4	22	6	0.0
CONSTRUCTION	39	317	8	39	289	7	-8.8
EDUCATION	157	12,266	78	158	11,670	74	-5.5
ELECTR MACH	25	7,668	307	25	7,599	304	-0.9
ELECTRONICS	35	2,087	60	35	1,662	47	-20.4
RESTAURANTS	24	1,022	43	23	776	34	-20.8
PACKAGING	15	166	11	15	167	11	0.6
GOVERNMENT	38	7,301	192	38	7,301	192	0.0
HOSPITALS	33	3,333	101	34	3,449	101	0.4
HOTELS MOTELS	45	2,862	64	45	2,912	65	1.7
MERCHANDISING	62	7,764	125	62	7,828	126	0.8
METALS PRODS	37	926	25	37	1,201	32	29.7
MILITARY	4	1,237	309	4	1,237	309	0.0
PETROLEUM	23	1,890	82	23	1,886	82	-0.2
PRINTING PUBL	15	298	20	15	296	20	-0.7
UTILITIES	76	3,231	43	75	3,153	42	-1.1
RESEARCH	47	2,185	46	48	2,172	45	-2.7
SERV VOL ORGS	18	577	32	18	577	32	0.0
TIRE RUBBER	4	256	64	4	256	64	0.0
CONGLOMERATES	26	1,578	61	26	1,625	63	3.0
OVERALL TOTALS	948	84,648	89	950	83,392	88	-1.7

Observations: Of 960 employers responding to the first Recruiting Trends survey, 97 reported changes and 480 reported no changes in hiring quotas for new college graduates in their organizations as a result of fluctuations in the stock market. Prior to the plunge of October 19, surveyed employers anticipated an overall hiring quota of 84,648. After the plunge, this quota was reduced to 83,392, a decrease of 1.7%. The greatest declines in quotas are expected from hotels, motels, restaurants, and recreational facilities (-20.8%); electronics and instruments (-20.4%); construction and building materials manufacturing (-8.8%); and educational institutions (-5.5%). However, some employers are expecting an increase in hiring following the stock market fluctuations. Most notable among these was the metals and metal products industry (+29.7%).

Following these replies, the hiring quota included in this Recruiting Trends Report for surveyed employers was adjusted to 83,392, thus the net increase in hiring quotas for this year of 3.8%.

How many new college graduates were hired by your organization last year (1986-1987) for professional positions, and how many do you expect to hire this year (1987-88)? Responses are listed by EMPLOYER SIZE .

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN	%
EMPLOYER SIZES							
1-99	174	401	2	169	432	3	10.9
100-499	245	5,217	21	243	4,574	19	-11.6
500-999	131	5,846	45	131	6,903	53	18.1
1000- 4999	252	16,930	67	247	17,308	70	4.3
5000- 9999	54	13,523	250	54	13,791	255	2.0
10,000+	104	39,336	378	104	41,640	400	5.9
OVERALL TOTALS	960	81,253	85	948	84,648	89	5.5

Observations: According to surveyed employers, an overall increase of 5.5% is anticipated in numbers of new hires this year compared to last year. Quotas for large employers are expected to increase somewhat this year while quotas for many smaller organizations are expected to increase significantly. Sizes of organizations with increases include employers with 500-999 employees (18.1%), 1-99 employees (10.9%), 10,000 or more employees (5.9%), and 1,000-4,999 employees (4.3%), and 5,000-9,999 employees (2.0%). Employer sizes expecting decreases are organizations with 100-499 employees (-11.6%).

Responses listed by GEOGRAPHIC REGION.

	NUMBER OF NEW HIRES LAST YEAR			ANTICIPATED NEW HIRES THIS YEAR			CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	SUM	AVERAGE	NUMBER OF EMPLOYER	SUM	AVERAGE	%
GEOGRAPHICAL REGIONS							
NORTHEAST	172	18,374	107	167	19,748	118	10.7
SOUTHEAST	81	7,789	96	78	7,585	97	1.1
NORTHCENTRAL	479	30,890	64	473	32,678	69	7.1
SOUTHCENTRAL	87	13,587	156	88	13,573	154	-1.2
NORTHWEST	53	1,798	34	53	1,987	37	10.5
SOUTHWEST	86	8,804	102	87	9,066	104	1.8
OVERALL TOTALS	958	81,242	85	946	84,637	89	5.5

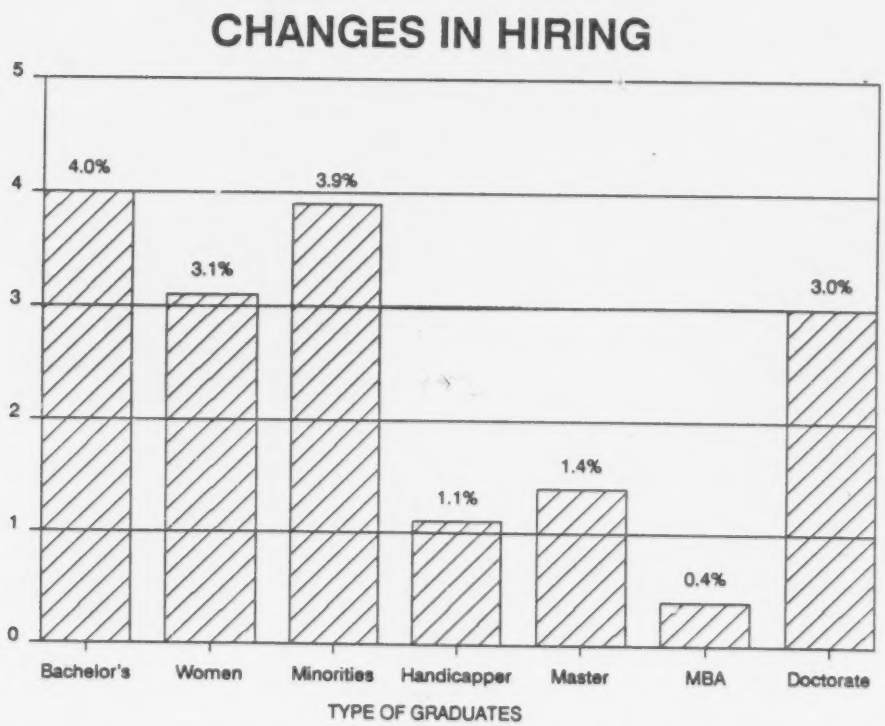
Observations: Last year, the geographical regions (listed from most hires to least hires) were the northcentral (30,890), followed by the northeastern (18,374), southcentral (13,587), southwestern (8,804), southeastern (7,789), and the northwestern (1,798).

This year, the region expected to lead the nation in numbers of new hires will remain the northcentral (32,678). This region will be followed by the northeastern (19,748), southcentral (13,573), southwestern (9,066), southeastern (7,585), and the northwestern (1,987).

This year (1987-88), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed by TYPES OF GRADUATES.

	TOTAL	
	N	MEAN
.....TYPES OF GRADUATES		
BACHELORS GRADUATES	621	4.0
WOMEN GRADUATES	608	3.1
MINORITY GRADUATES	568	3.9
HANDICAPPER GRADUATES	501	1.1
MASTER GRADUATES	452	1.4
MBA GRADUATES	345	0.4
DOCTORAL GRADUATES	262	3.0

Observations: During the recruiting year 1987-88, surveyed employers expect to hire more bachelor's graduates (4.0%), minority graduates (3.9%), women graduates (3.1%), and doctoral graduates (3.0%). Hiring is expected to increase only slightly for master's graduates (1.4%), handicapper graduates (1.1%), and MBA graduates (0.4%).



This year (1987-88), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed for each ACADEMIC MAJOR at the bachelor's degree level.

.....ACADEMIC MAJORS	TOTAL MEAN
AGRICULTURE	2.2
NATURAL RESOURCES	0.2
ACCOUNTING	2.7
FINANCIAL ADMIN	1.4
GEN BUS ADMIN	1.4
HOTEL REST INST MGT	4.3
MARKETING/SALES	4.2
PERSONNEL	0.6
ADVERTISING	0.2
COMMUNICATIONS	0.8
JOURNALISM	1.3
TELECOMMUNICATION	0.9
EDUCATION	1.4
CHEMICAL ENGR	2.0
CIVIL ENGR	-0.2
COMPUTER SCIENCE	2.0
ELECTRICAL ENGR	2.4
INDUSTRIAL ENGR	0.9
MECHANICAL ENGR	0.9
METALLURGY MATERIALS SCIENCE	-0.1
HUMAN ECOL/HOME ECONOMICS	0.1
LIBERAL ARTS/ARTS/LETTERS	2.3
CHEMISTRY	2.0
GEOLOGY	3.0
MATHEMATICS	-0.5
PHYSICS	0.9
RETAILING	1.7
SOCIAL SCIENCES	1.1

Observations: Overall, surveyed employers expect to hire about 4.0% more bachelor's degree graduates this year (1987-88). However, changes in demand for individual academic majors will vary considerably.

The greatest increases in demand will be experienced by majors in hotel, restaurant, and institutional management (4.3%); marketing/sales (4.2%); geology (3.0%); accounting (2.7%); electrical engineering (2.4%); liberal arts/arts and letters (2.3%); agriculture (2.2%); computer science (2.0%); chemistry (2.0%); retailing (1.7%); financial administration (1.4%); education (1.4%); general business administration (1.4%); journalism (1.3%); social sciences (1.1%); .

Only slight increases in demand are expected for the mechanical engineering (0.9%); industrial engineering (0.9%); telecommunication (0.9%); physics (0.9%); communications (0.8%); personnel (0.6%); advertising (0.2%); natural resources (0.2%); and human ecology/home economics (0.1%).

Majors with anticipated decreases in demand will be metallurgy and materials science (-0.1%); civil engineering (-0.2%); and mathematics (-0.5%).

What was the average annual starting salary paid by your organization to new bachelor's degree graduates hired last year (1986-1987), and what average annual starting salary do you expect to offer new bachelor's degree graduates hired by your organization this year (1987-1988)? Responses are listed for each EMPLOYER CATEGORY.

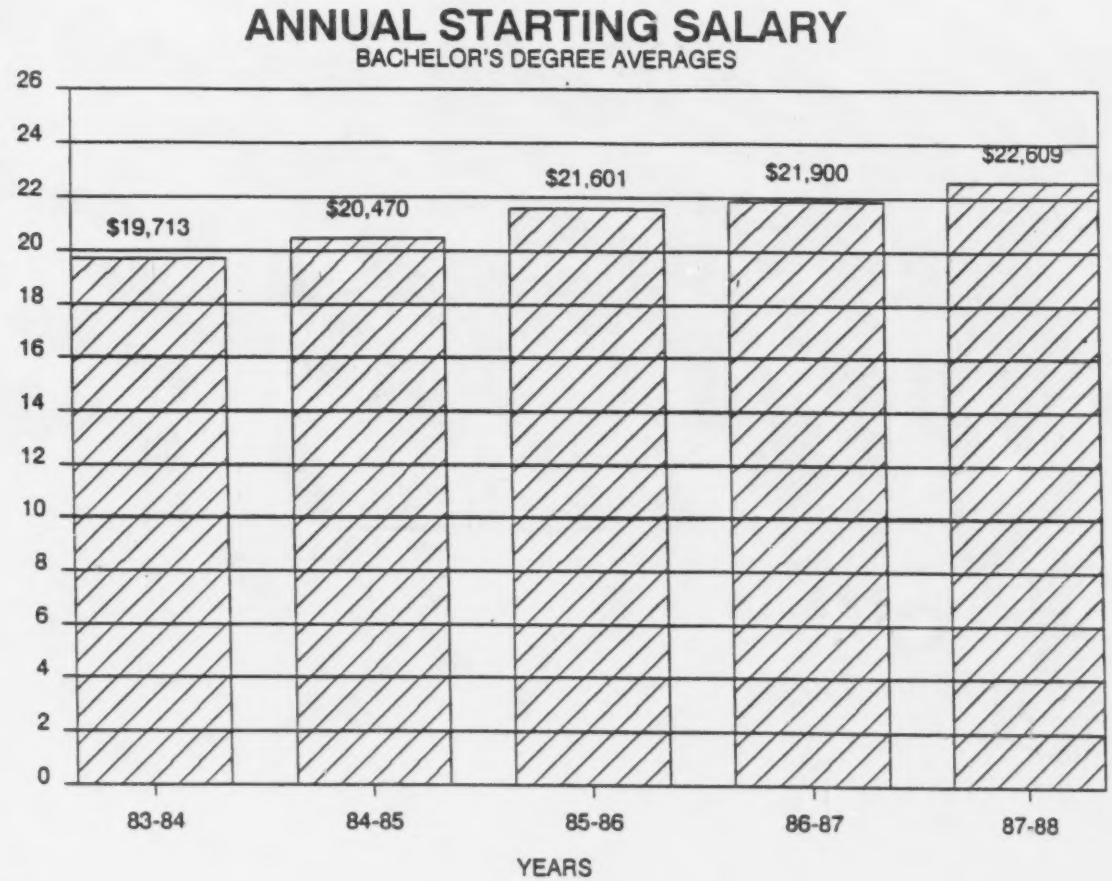
	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE	%
EMPLOYER CATEGORIES					
ACCOUNTING	26	$21,831	27	$23,081	5.7
AEROSPACE	23	$27,324	23	$28,086	2.8
AGRIBUSINESS	12	$20,429	11	$21,273	4.1
AUTOMOTIVE	22	$25,345	22	$26,066	2.8
BANKING FIN	52	$19,785	50	$20,596	4.1
CHEMICALS	29	$25,825	27	$27,152	5.1
COMMUNICATION	4	$18,375	4	$18,750	2.0
CONSTRUCTION	31	$22,831	31	$22,965	0.6
EDUCATION	127	$17,964	121	$18,819	4.8
ELECTR MACH	21	$25,208	22	$25,758	2.2
ELECTRONICS	29	$26,494	29	$26,995	1.9
RESTAURANTS	20	$22,435	19	$22,887	2.0
PACKAGING	11	$22,045	11	$22,809	3.5
GOVERNMENT	33	$20,043	32	$20,398	1.8
HOSPITALS	32	$20,556	31	$21,203	3.1
HOTELS MOTELS	32	$17,808	32	$18,544	4.1
MERCHANDISING	52	$18,162	53	$18,953	4.4
METALS PRODS	26	$23,855	27	$24,046	0.8
MILITARY	5	$21,033	5	$21,720	3.3
PETROLEUM	17	$25,675	17	$25,649	-0.1
PRINTING PUBL	13	$20,117	14	$20,607	2.4
UTILITIES	61	$26,003	60	$26,709	2.7
RESEARCH	38	$25,976	36	$26,391	1.6
SERV VOL ORGS	11	$19,342	10	$20,745	7.3
TIRE RUBBER	2	$24,550	1	$27,405	11.6
CONGLOMERATES	25	$23,697	23	$24,741	4.4
OVERALL TOTALS	754	$21,900	738	$22,609	3.2

(Continued)

Continued . . .

Observations: The average annual starting salary expected for bachelor's degree graduates in 1987-88 is $22,609, a $709 increase over last year's average starting salary of $21,900. Employer categories with the greatest average annual starting salaries are aerospace and components ($28,086); tire and rubber products ($27,405); chemicals, drugs, and allied products ($27,152); electronics and instruments ($26,995); public utilities ($26,709); automotive and mechanical equipment ($26,066); electrical machinery and equipment ($25,758); petroleum and allied products ($25,649); diversified conglomerates ($24,741); and metals and metal products ($24,046).

The employer categories with the greatest changes from last year (1986-1987) to this year (1987-1988) are tire and rubber products (11.6%); service or volunteer organizations (7.3%); accounting (5.7%); chemicals, drugs, and allied products (5.1%); educational institutions (4.8%); merchandising and related services (4.4%); diversified conglomerates (4.4%); banking, finance and insurance (4.1%); hotels and motels (4.1%); and agribusiness (4.1%).



What was the average annual starting salary paid by your organization to new bachelor's degree graduates hired last year (1986-1987), and what average annual starting salary do you expect to offer new bachelor's degree graduates hired by your organization this year (1987-1988)? Responses are listed by EMPLOYER SIZE.

	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR	
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE
EMPLOYER SIZES				
1-99	99	$20,193	93	$20,503
100-499	194	$21,464	192	$22,056
500-999	119	$21,326	116	$22,041
1000- 4999	209	$22,563	209	$23,382
5000- 9999	47	$22,612	43	$23,708
10,000+	87	$23,589	86	$24,433
OVERALL TOTALS	755	$21,896	739	$22,606

Observations: The average annual starting salary of a new bachelor's degree graduate is greatly influenced by the size of an organization. The lowest starting salaries this year are expected from organizations with 1-99 employees ($20,503), and the highest starting salaries are expected from organizations employing 10,000 or more employees ($24,433).

Responses are listed by GEOGRAPHIC REGIONS.

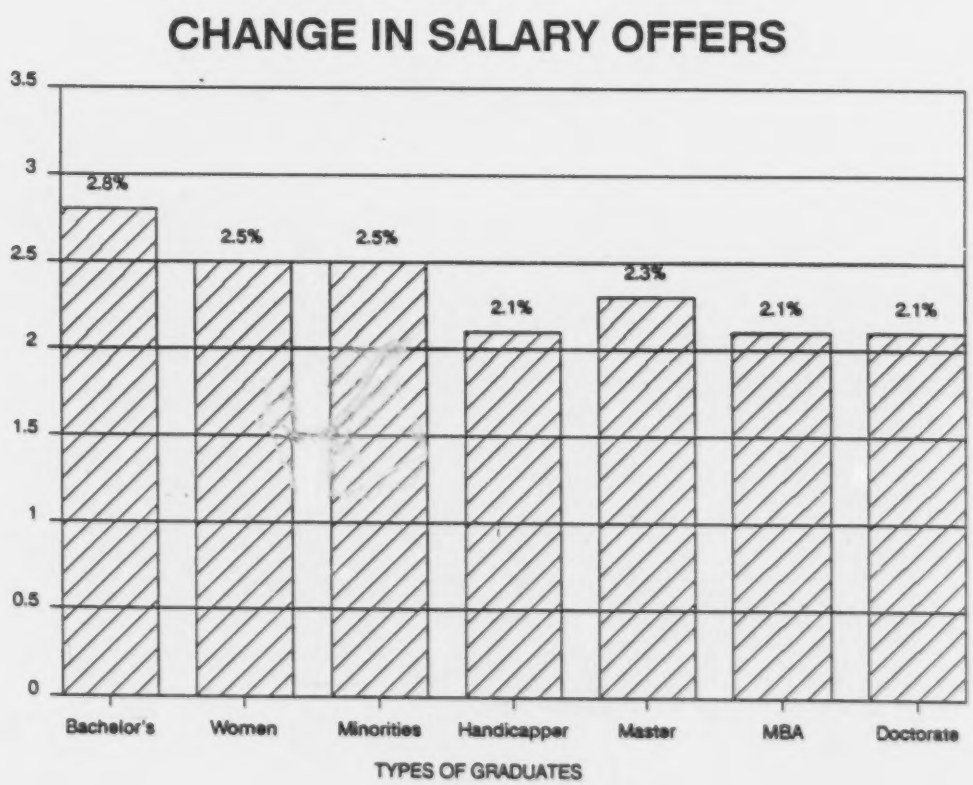
	STARTING SALARY LAST YEAR		ANTICIPATED STARTING SALARY THIS YEAR	
	NUMBER OF EMPLOYER	AVERAGE	NUMBER OF EMPLOYER	AVERAGE
GEOGRAPHICAL REGIONS				
NORTHEAST	137	$23,433	135	$24,320
SOUTHEAST	63	$20,352	65	$21,197
NORTHCENTRAL	377	$21,399	368	$22,046
SOUTHCENTRAL	65	$22,370	62	$22,826
NORTHWEST	33	$20,817	34	$21,347
SOUTHWEST	70	$22,755	68	$23,697
TOTAL	18	$23,113	14	$23,986
OVERALL TOTALS	763	$21,900	746	$22,604

This year, starting salaries are also influenced by the geographical region where the new graduate is employed. The highest starting salaries are expected from the northeastern region ($24,320), and the lowest salaries are expected from the southeastern region ($21,197).

What percentage change does your organization anticipate in salary offers to 1987-88 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for various TYPES OF GRADUATES.

	TOTAL	
	N	MEAN
.....TYPES OF GRADUATES		
BACHELORS GRADUATES	563	2.8
WOMEN GRADUATES	503	2.5
MINORITY GRADUATES	478	2.5
HANDICAPPER GRADUATES	411	2.1
MASTER GRADUATES	401	2.3
MBA GRADUATES	315	2.1
DOCTORAL GRADUATES	246	2.1

Observations: Starting salary offers for new bachelor's degree graduates are expected to increase by an average of 2.8% for 1987-88, only slightly lower than last year's increase of 2.9%. Starting salary offers for women graduates are expected to increase 2.5%; minority graduates, 2.5%; and master's degree graduates, 2.3%. Increases are also expected for handicappers (2.1%), MBA graduates (2.1%), and doctoral graduates (2.1%).



What percentage change does your organization anticipate in salary offers to 1987-88 college graduates by academic major and degree level? Listed below are anticipated changes for bachelor's degree graduates expected by various EMPLOYER CATEGORIES.

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	24	5.9
AEROSPACE	18	3.4
AGRIBUSINESS	8	1.3
AUTOMOTIVE	18	4.3
BANKING FIN	43	2.3
CHEMICALS	27	3.0
COMMUNICATION	2	2.0
CONSTRUCTION	26	1.8
EDUCATION	93	4.1
ELECTR MACH	11	1.8
ELECTRONICS	21	2.1
RESTAURANTS	11	2.9
PACKAGING	7	2.6
GOVERNMENT	27	2.4
HOSPITALS	23	1.9
HOTELS MOTELS	25	2.6
MERCHANDISING	35	2.6
METALS PRODS	16	1.5
MILITARY	5	1.2
PETROLEUM	14	2.3
PRINTING PUBL	13	1.7
UTILITIES	48	2.1
RESEARCH	25	2.3
SERV VOL ORGS	7	2.3
TIRE RUBBER	1	4.0
CONGLOMERATES	15	1.1

Observations: The average starting salary increase expected this year for new bachelor's degree graduates is 2.8%.

Employer categories expecting the most substantial increases are accounting (5.9%); automotive and mechanical equipment (4.3%); educational institutions (4.1%); tire and rubber products (4.0%); aerospace and components (3.4%); and chemicals, drugs, and allied products (3.0%).

Expecting increase of 2.0% to 2.9% are restaurants and recreational facilities (2.9%); merchandising and related services (2.6%); hotels and motels (2.6%); glass, packaging, and allied products (2.6%); governmental administration (2.4%); banking, finance and insurance (2.3%); research and consulting services (2.3%); petroleum and allied products (2.3%); service or volunteer organizations (2.3%); public utilities (2.1%); electronics and instruments (2.1%); and communications--radio, TV, and newspapers (2.0%).

Increases of less than 2.0% are expected by hospitals and health services (1.9%); construction and building materials manufacturing (1.8%); electrical machinery and equipment (1.8%); printing, publishing, and informational services (1.7%); metals and metal products (1.5%); agribusiness (1.3%); military (1.2%); and diversified conglomerates (1.1%).

What percentage change does your organization anticipate in salary offers to 1987-88 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers expected for bachelor's degree graduates with various ACADEMIC MAJORS.

	TOTAL	
	N	MEAN
.....ACADEMIC MAJORS		
AGRICULTURE	108	0.7
NATURAL RESOURCES	100	1.0
ACCOUNTING	370	2.3
FINANCIAL ADMIN	276	1.8
GEN BUS ADMIN	308	2.0
HOTEL REST INST MGT	110	1.6
MARKETING/SALES	273	2.2
PERSONNEL	241	1.6
ADVERTISING	150	1.1
COMMUNICATIONS	180	1.2
JOURNALISM	153	1.1
TELECOMMUNICATION	152	1.1
EDUCATION	197	2.8
CHEMICAL ENGR	191	1.8
CIVIL ENGR	162	1.4
COMPUTER SCIENCE	305	2.2
ELECTRICAL ENGR	267	2.1
INDUSTRIAL ENGR	204	1.6
MECHANICAL ENGR	279	2.1
METALLURGY MATERIALS SCIENCE	134	1.2
HUMAN ECOL/HOME ECONOMICS	103	1.1
LIBERAL ARTS/ARTS/LETTERS	190	1.6
CHEMISTRY	171	1.4
GEOLOGY	117	0.9
MATHEMATICS	180	1.6
PHYSICS	148	1.1
RETAILING	113	1.5
SOCIAL SCIENCES	127	1.4

Observations: Starting salary offers for new bachelor's degree graduates are expected to vary quite substantially between academic majors. Highest among anticipated increases for new bachelor's degree graduates this year (1987-88) will be education majors (2.8%).

Substantial starting salary increases are also expected for accounting (2.3%); marketing/ sales (2.2%); computer science (2.2%); electrical engineering (2.1%); mechanical engineering (2.1%); and general business administration (2.0%); .

Moderate increases are anticipated for chemical engineers (1.8%); financial administration (1.8%); liberal arts/arts and letters (1.6%); hotel, restaurant, and institutional management (1.6%); personnel (1.6%); mathematics (1.6%); industrial engineering (1.6%); retailing (1.5%); social sciences (1.4%); chemistry (1.4%); civil engineers (1.4%); communications (1.2%); metallurgy and materials science (1.2%); journalism (1.1%); physics (1.1%); advertising (1.1%); telecommunication (1.1%); human ecology/home economics (1.1%); and natural resources (1.0%).

Slight increases are anticipated in geology (0.9%) and agriculture (0.7%).

ACADEMIC MAJORS, ESTIMATED PERCENT CHANGE,
AND ESTIMATED STARTING SALARIES FOR 1987-88

Bachelor's Degree Graduates

Academic Majors	Estimated % Change	Estimated Starting Salary for 1987-88*
Chemical Engineering	1.8%	$30,197
Electrical Engineering	2.1%	29,924
Mechanical Engineering	2.1%	29,457
Computer Science	2.2%	28,331
Industrial Engineering	1.6%	27,859
Civil Engineering	1.4%	24,882
Physics	1.1%	24,276
Accounting	2.3%	22,838
Chemistry	1.4%	22,647
Marketing/Sales	2.2%	21,472
Mathematics	1.6%	21,246
Financial Administration	1.8%	20,778
General Business Administration	2.0%	20,335
Journalism	1.1%	19,843
Social Science	1.4%	19,672
Agriculture	0.7%	19,401
Personnel Administration	1.6%	19,319
Liberal Arts/Arts and Letters	1.6%	19,213
Advertising	1.1%	18,983
Education	2.8%	18,850
Hotel, Restaurant, Inst. Mgt.	1.6%	18,693
Telecommunication	1.1%	18,515
Communications	1.2%	18,120
Human Ecology/Home Economics	1.1%	17,398
Natural Resources	1.0%	17,271
Retailing	1.5%	17,035
Geology	0.9%	16,649
Averages for Graduate Degree Levels		
Master's	2.3%	$27,712
MBAs	2.1%	31,269
Ph.D.	2.1%	31,479

*Source for base starting salaries when preparing this chart: Edwin B. Fitzpatrick, Annual Salary Report - 1986-87. East Lansing, Michigan: Placement Services, Michigan State University, 1987.

Observations: Highest among starting salaries this year for new college graduates are chemical engineering ($30,197), electrical engineering ($29,924), mechanical engineering ($29,457), and computer science ($28,331). The greatest increases in starting salary offers this year were for education (2.8%), accounting (2.3%), computer science (2.2%), and marketing/sales (2.2%). Estimated starting salary offers for other academic majors and degree levels are listed above.

For 1986-87, what percentage of your offers of employment to new college graduates were accepted? Responses are listed for both TECHNICAL and NON-TECHNICAL college graduates.

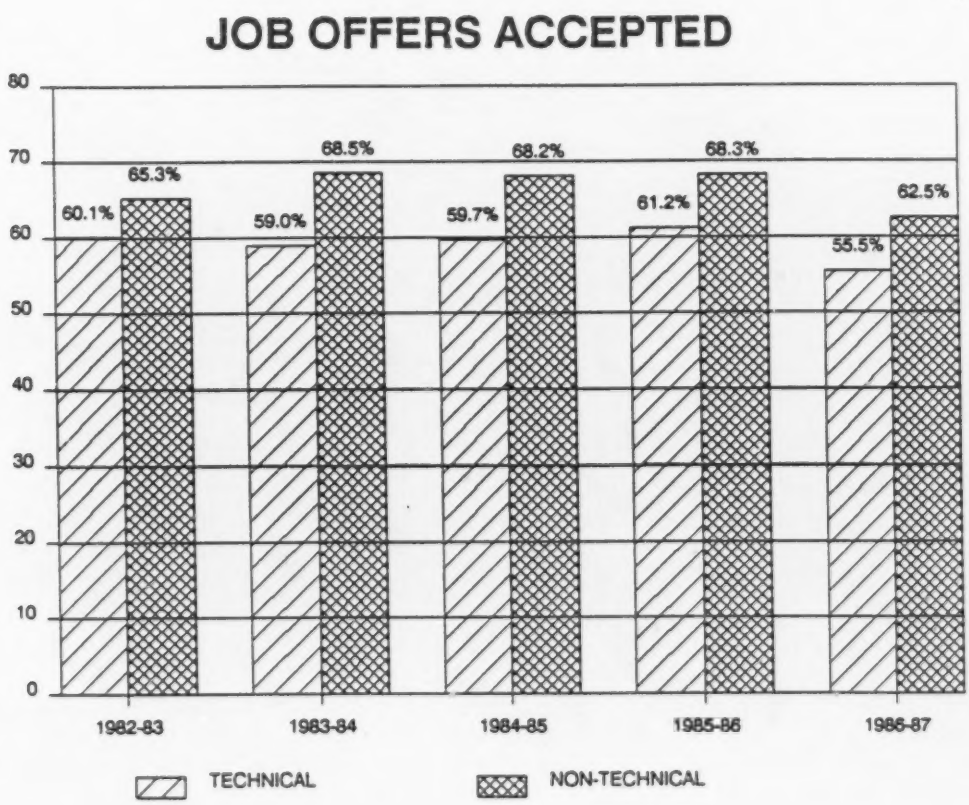
	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER CATEGORIES				
ACCOUNTING	5	32.6	13	47.5
AEROSPACE	10	69.9	8	68.6
AGRIBUSINESS	3	43.3	5	65.0
AUTOMOTIVE	16	63.9	16	62.3
BANKING FIN	15	63.9	21	69.6
CHEMICALS	12	64.4	9	57.7
COMMUNICATION	1	0.0	2	33.5
CONSTRUCTION	8	70.8	8	75.8
EDUCATION	50	28.8	57	57.1
ELECTR MACH	11	64.1	9	77.6
ELECTRONICS	13	68.8	7	58.3
RESTAURANTS	8	51.0	8	56.1
PACKAGING	2	89.5	2	55.0
GOVERNMENT	11	63.0	11	54.3
HOSPITALS	6	69.2	6	71.7
HOTELS MOTELS	9	16.6	16	48.0
MERCHANDISING	16	26.6	26	55.6
METALS PRODS	13	57.6	12	55.9
MILITARY	3	76.7	3	74.0
PETROLEUM	5	62.0	8	67.3
PRINTING PUBL	6	57.3	6	87.8
UTILITIES	36	70.6	31	77.4
RESEARCH	20	69.5	11	65.1
SERV VOL ORGS	3	92.7	2	89.5
TIRE RUBBER	2	77.5	1	55.0
CONGLOMERATES	7	74.0	7	66.9
OVERALL TOTALS	291	55.5	305	62.5

(Continued)

Continued . . .

Observations: An excellent measure of past job market trends is the percentage of job offers accepted. Of offers made to technical college graduates during 1986-87, 55.5% were accepted according to surveyed employers. This compares to an acceptance rate of 61.2% in 1985-86, 59.7% in 1984-85, 59.0% in 1983-84, and 60.1% in 1982-83. This decrease in the acceptance rate for 1986-87 graduates most likely suggests an improved job market for technical graduates.

Offers of employment to non-technical college graduates were also accepted at a lower rate of 62.5% during 1986-87, according to surveyed employers. This compares to an acceptance rate of 68.3% during 1985-86, 68.2% in 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. This decrease in acceptance rates during the past year may also suggest an improving job market for non-technical graduates.



For 1986-87, what percent of your offers of employment to new technical college graduates were accepted? Responses are listed by EMPLOYER TYPE.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER TYPES				
INDUSTRY & MANUFACTURER	92	65.8	80	64.4
BUSINESS	39	43.0	65	59.2
SERVICE	89	62.1	82	67.5
GOVERNMENT	14	65.9	14	58.5
EDUCATION	50	28.8	57	57.1
CONGLOMERATES	7	74.0	7	66.9
OVERALL TOTALS	291	55.5	305	62.5

Observations: The highest acceptance rates for offers of employment to <u>non-technical</u> graduates were received by service organizations (67.5%) and diversified conglomerates (66.9%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (64.4%); business organizations (59.2%); government agencies (58.5%) and educational institutions (57.1%). Acceptance rates for <u>technical</u> graduates were as follows: conglomerates (74.0%), government agencies (65.9%), industrial and manufacturing organizations (65.8%), service organizations (62.1%), business organizations (43.0%), and educational institutions (28.8%).

Responses are listed by EMPLOYER SIZE.

	TECHNICAL COLLEGE GRADUATES		NON-TECHNICAL COLLEGE GRADUATES	
	NUMBER OF EMPLOYERS	MEAN	NUMBER OF EMPLOYERS	MEAN
EMPLOYER SIZES				
1-99	26	57.8	26	51.4
100-499	67	49.7	74	55.1
500-999	50	56.1	55	68.3
1000- 4999	95	58.5	93	67.2
5000- 9999	16	52.4	18	66.9
10,000+	37	56.7	39	62.8
OVERALL TOTALS	291	55.5	305	62.5

Observations: For <u>non-technical</u> college graduates, the highest acceptance rates were received by organizations with 500 to 999 employees (68.3%). In the middle range of acceptance rates were employers with 1,000 to 4,999 employees (67.2%), 5,000 to 9,999 employees (66.9%), 10,000 or more employees (62.8%), and 100 to 499 employees (55.1%). The lowest acceptance rate for non-technical graduates was experienced by employers with 1 to 99 employees (51.4%). The highest acceptance rates for <u>technical</u> graduates were received by organizations with 1,000 to 4,999 employees (58.5%). Following this employer size were organizations with 1 to 99 (57.8%), 10,000 or more (56.7%), 500 to 999 (56.1%), 5,000 to 9,999 (52.4%), and 100 to 499 (49.7%).

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

	CAMPUS VISIT THIS YEAR	
	N	MEAN
EMPLOYER CATEGORIES		
ACCOUNTING	14	1.0
AEROSPACE	9	-7.9
AGRIBUSINESS	7	14.3
AUTOMOTIVE	19	-13.4
BANKING FIN	23	-5.3
CHEMICALS	13	0.1
COMMUNICATION	2	1.0
CONSTRUCTION	9	-2.8
EDUCATION	75	10.2
ELECTR MACH	11	4.5
ELECTRONICS	14	-9.9
RESTAURANTS	9	-3.8
PACKAGING	3	3.3
GOVERNMENT	21	-1.1
HOSPITALS	7	30.7
HOTELS MOTELS	19	17.1
MERCHANDISING	28	-0.9
METALS PRODS	13	6.2
MILITARY	3	3.3
PETROLEUM	10	23.1
PRINTING PUBL	6	-14.2
UTILITIES	35	-8.0
RESEARCH	18	-4.8
SERV VOL ORGS	3	-35.0
TIRE RUBBER	1	0.0
CONGLOMERATES	9	-0.6
OVERALL TOTALS	381	1.4

Observations: Employers responding to this survey report a very slight increase in the numbers of campus visits on college campuses (1.4%) this year. Last year, campus visits decreased by 1.1%.

Changes in the numbers of campus visits will vary again this year according to the type of organization. Surveyed employers report the greatest increases in campus visits can be expected in the following catagories: hospitals and health services (30.7%); petroleum and allied products (23.1%); hotels and motels (17.1%); agribusiness (14.3%); education (10.2%); metals and metal production (6.2%); electrical machinery and equipment (4.5%); military and glass, packaging, and allied products (both showing a 3.3% increase).

Moderate increases in the number of campus visits are expected from accounting (1.0%); communication (1.0%); and chemicals, drugs and allied products (0.1%).

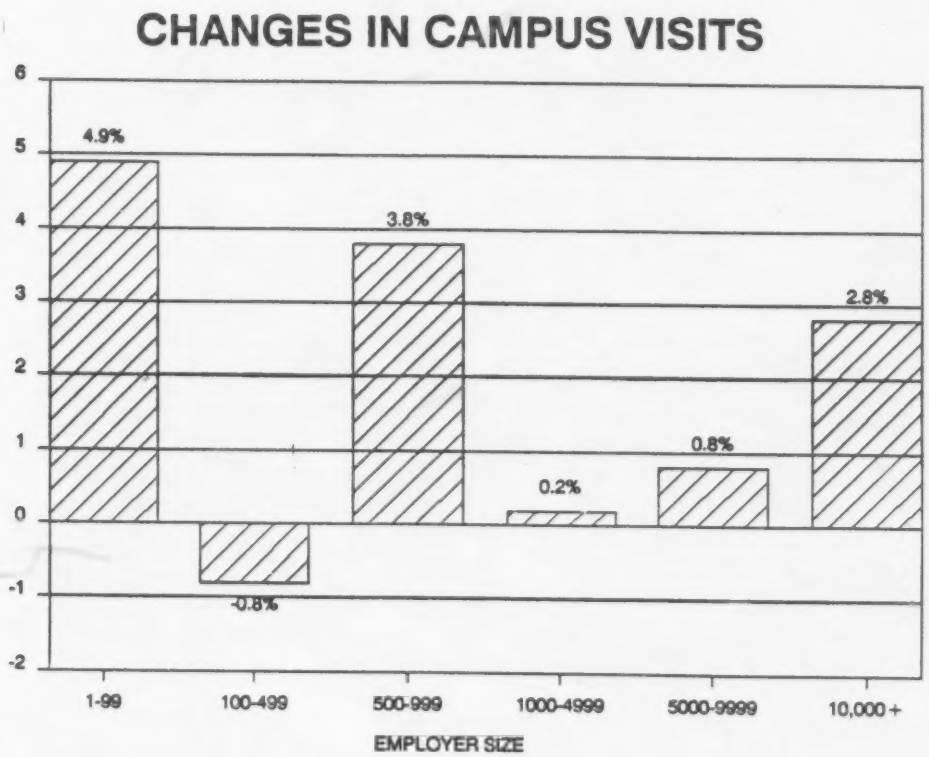
No changes in the number of campus visits is expected for tire and rubber products.

Those organizations expecting declines in the number of visits on college campuses include diversified conglomerates (-0.6%); merchandising and related services (-0.9%); governmental administration (-1.1%); construction and building materials manufacturing (-2.8%); food and beverage processing (-3.8%); research and/or consulting services (-4.8%); banking, finance and insurance (-5.3%); aerospace and components (-7.9%); public utilities (-8.0%); electronics and instruments (-9.9%); automotive and mechanical equipment (-13.4%); printing, publishing and informational services (-14.2%);and service or volunteer organizations (-35.0%).

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1987-88)? Responses are listed by EMPLOYER SIZE.

	CAMPUS VISIT THIS YEAR	
	N	MEAN
EMPLOYER SIZES		
1-99	36	4.9
100-499	90	-0.8
500-999	70	3.8
1000- 4999	113	0.2
5000- 9999	21	0.8
10,000+	51	2.8
OVERALL TOTALS	381	1.4

Observations: Although an overall increase of 1.4% in the number of campus visits is expected this year, the most significant increases in visits are expected from employers with 1 to 99 employees (4.9%), employers with 500 to 999 employees (3.8%), and employers with 10,000 or more employees (2.8%). Moderate increases in campus visits are expected by employers with employers with 5,000 to 9,999 employees (0.8%) and employers with 1,000 to 4,999 employees (0.2%). Decreases in campus visits are expected from employers with 100 to 499 employees (-0.8%).



What change do your anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

	INTERVIEW SCHEDULES THIS YEAR	
	N	MEAN
EMPLOYER CATEGORIES		
ACCOUNTING	14	0.7
AEROSPACE	8	-0.3
AGRIBUSINESS	7	10.7
AUTOMOTIVE	20	-12.3
BANKING FIN	23	-2.0
CHEMICALS	13	0.5
COMMUNICATION	2	1.0
CONSTRUCTION	9	13.9
EDUCATION	73	11.4
ELECTR MACH	11	2.9
ELECTRONICS	14	-8.7
RESTAURANTS	9	-1.4
PACKAGING	3	0.0
GOVERNMENT	20	-0.9
HOSPITALS	6	23.3
HOTELS MOTELS	19	13.8
MERCHANDISING	27	4.3
METALS PRODS	13	2.8
MILITARY	3	3.3
PETROLEUM	10	23.5
PRINTING PUBL	6	-13.3
UTILITIES	37	-5.6
RESEARCH	18	-4.9
SERV VOL ORGS	3	-35.0
TIRE RUBBER	1	8.0
CONGLOMERATES	9	-7.3
OVERALL TOTALS	378	2.4

Observations: Employers responding to this survey anticipate a very slight increase in interview schedules on college campuses (2.4%) this year. Last year, surveyed employers reported a decrease in campus interview schedules (-1.1%).

Changes in numbers of interview schedules will vary again this year according to type of organization. Surveyed employers report that the greatest increases in interview schedules can be expected from the following: petroleum and allied products (23.5%); hospitals and health services (23.3%); construction and building materials manufacturing (13.9%); hotel and motels (13.8%); educational institutions (11.4%); agribusiness (10.7%); tire and rubber products (8.0%); merchandising and related services (4.3%); and military (3.3%).

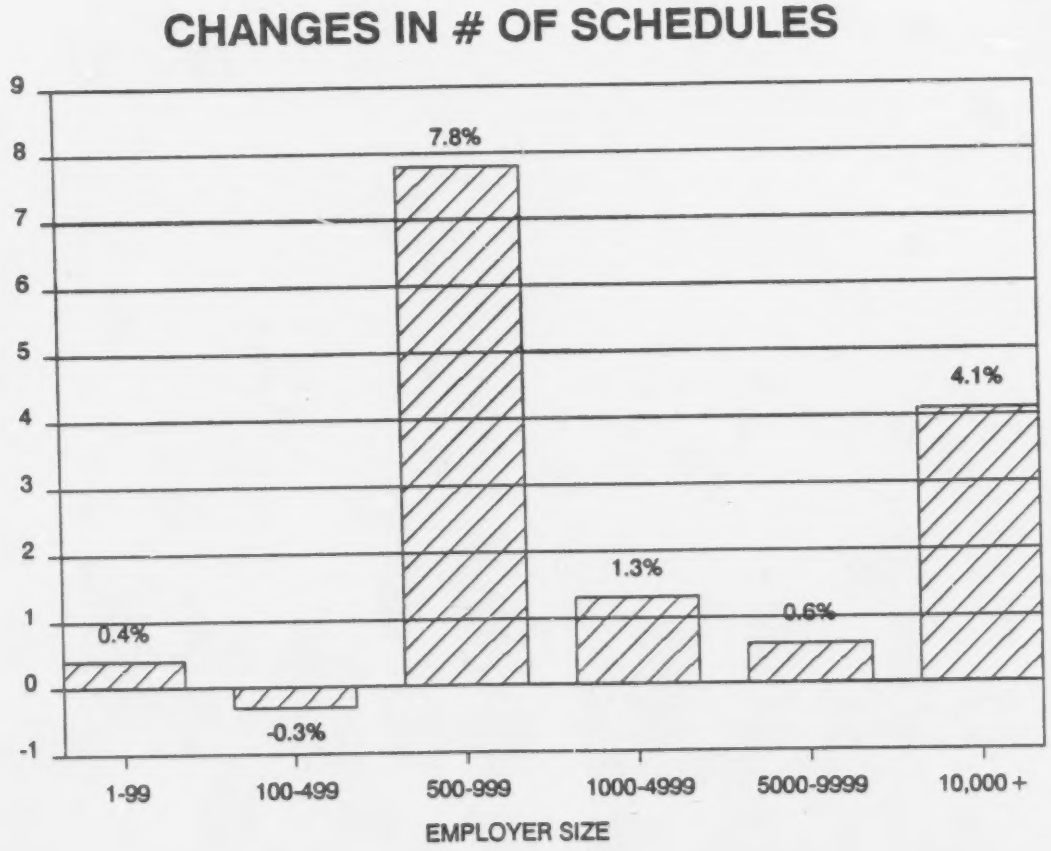
Moderate increases in interview schedules can be expected from electrical machinery and equipment (2.9%); metals and metal products (2.8%); communication (radio, TV, and newspapers) (1.0%); accounting (0.7%); and chemicals, drugs and allied products (0.5%); and reporting no change in interview schedules was glass, packaging and allied products.

Employers expecting a decline in interview schedules were aerospace and components (-0.3%); governmental administration (-0.9%); food and beverage processing (-1.4%); banking,finance and insurance (-2.0%); research and/or consulting services (-4.9%); public utilities (-5.6%); diversified conglomerates (-7.3%); electronics and instruments (-8.7%); automotive and mechanical equipment (-12.3%); printing, publishing and informational services (-13.3%); and service or volunteer organizations (-35.0%).

What change do your anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER SIZE

	INTERVIEW SCHEDULES THIS YEAR	
	N	MEAN
EMPLOYER SIZES		
1-99	36	0.4
100-499	87	-0.3
500-999	69	7.8
1000- 4999	113	1.3
5000- 9999	22	0.6
10,000+	51	4.1
OVERALL TOTALS	378	2.4

Observations: An overall increase of 2.4% in campus interview schedules is expected this year. The most significant increases in campus interview schedules are expected from employers with 500 to 999 employees (7.8%) and employers with 10,000 or more employees (4.1%). Slight increases in campus interview schedules are expected from employers with 1,000 to 4,999 employees (1.3%), employers with 5,000 to 9,999 employees (0.6%), and employers with 1 to 99 employees (0.4%). Decreases in campus interview schedules are expected by employers with 100 to 499 employees (-0.3%).



How many new college graduates reneged on offers of employment from your organization last year (1987-88), and if your organization reneged on any offers of employment, how many were involved? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF STUDENT RENEGING		NUMBER OF ORG. RENEGES	
.....EMPLOYER CATEGORIES	NUMBER OF EMPLOYERS	TOTAL RENEGES	NUMBER OF EMPLOYERS	TOTAL RENEGES
ACCOUNTING	11	16	12	0
AEROSPACE	9	74	8	7
AGRIBUSINESS	7	19	6	0
AUTOMOTIVE	18	18	18	0
BANKING FIN	23	51	21	0
CHEMICALS	11	24	11	1
COMMUNICATION	2	1	1	0
CONSTRUCTION	10	34	8	0
EDUCATION	71	503	67	29
ELECTR MACH	8	26	8	0
ELECTRONICS	12	7	12	0
RESTAURANTS	9	8	10	0
PACKAGING	2	0	2	0
GOVERNMENT	14	25	16	0
HOSPITALS	8	155	5	0
HOTELS MOTELS	19	209	17	0
MERCHANDISING	27	108	24	0
METALS PRODS	12	18	12	0
MILITARY	3	118	3	0
PETROLEUM	10	23	9	1
PRINTING PUBL	6	4	6	0
UTILITIES	39	116	38	2
RESEARCH	19	42	16	5
SERV VOL ORGS	3	15	2	0
TIRE RUBBER	2	1	1	0
CONGLOMERATES	9	10	8	1

Observations: According to employers who reported students reneging on job offers, a total of of 1,671 cases were cited. The largest numbers of reneges were reported by educational institutions (503); hotels, motels, resorts and recreational services (209); hospitals and health services (155); military services (118); public utilities, including transportation (116); merchandising and related services (108); aerospace and components (74); banking, finance and insurance (51); research and consulting services (42); and construction and building materials manufacturers (34).

Employer categories reneging on the most job offers were educational institutions (29); aerospace and components (7); research and consulting services (5); public utilities, including transportation (2); chemicals, drugs, and allied products (1); diversified conglomerates (1) and petroleum and allied products (1).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER CATEGORY.

	CLOSED SCHEDULES THIS YEAR	
	NUMBER OF EMPLO-YERS	ANTIC-IPATED CHANGE
EMPLOYER CATEGORIES		
ACCOUNTING	13	3.1
AEROSPACE	9	2.0
AGRIBUSINESS	5	1.2
AUTOMOTIVE	20	-8.3
BANKING FIN	20	6.1
CHEMICALS	14	6.9
COMMUNICATION	1	15.0
CONSTRUCTION	7	12.9
EDUCATION	70	1.3
ELECTR MACH	11	2.3
ELECTRONICS	12	3.3
RESTAURANTS	10	-8.4
PACKAGING	3	0.0
GOVERNMENT	17	-2.4
HOSPITALS	8	13.1
HOTELS MOTELS	17	0.0
MERCHANDISING	25	3.5
METALS PRODS	12	0.8
MILITARY	3	0.0
PETROLEUM	10	1.2
PRINTING PUBL	6	-14.2
UTILITIES	38	-2.7
RESEARCH	18	1.1
SERV VOL ORGS	3	0.0
TIRE RUBBER	1	-10.0
CONGLOMERATES	9	3.3

Observations: Employers responding to this year's survey indicate that a very slight increase (0.9%) in closed interview schedules will be requested by their organizations when interviewing on college campuses this year (1987-88).

Those organizations expecting substantial increases in closed interview schedules include communication--radio, TV, and newspapers (15.0%); hospitals and health services (13.1%); construction and building materials manufacturing (12.9%); chemicals, drugs, and allied products (6.9%); and banking, finance and insurance (6.1%).

Moderate increases are expected by merchandising and related services (3.5%); diversified conglomerates (3.3%); electronics and instruments (3.3%); accounting (3.1%); electrical machinery and equipment (2.3%); aerospace and components (2.0%); educational institutions (1.3%); agribusiness (1.2%); petroleum and allied products (1.2%); research and consulting services (1.1%); and metals and metal products (0.8%).

No change in the numbers of closed interview schedules is expected in hotels, motels, resorts and recreational services ; military services; glass, paper, packaging and allied products; and service and volunteer organizations.

Decreases in closed schedules are expected by govermental adminstration (-2.4%); public utilities, including transportation (-2.7%); automotive and mechanical equipment (-8.3%); food and beverage processing (-8.4%); tire and rubber products (-10.0%); and printing, publishing, and informational services (-14.2%).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1987-88)? Responses are listed by EMPLOYER SIZE.

	CLOSED SCHEDULES THIS YEAR	
	NUMBER OF EMPLO-YERS	ANTIC-IPATED CHANGE
EMPLOYER SIZES		
1-99	30	-5.0
100-499	86	2.8
500-999	68	-2.1
1000- 4999	113	1.7
5000- 9999	20	4.3
10,000+	45	2.1
OVERALL TOTALS	362	0.9

Observations: A very slight overall increase in the number of closed interview schedules is foreseen this year (0.9%). Those organizations with increases in closed schedules will be employers with 5,000 to 9,999 employees (4.3%); employers with 100 to 499 employees (2.8%); employers with 10,000 or more employees (2.1%); and employers with 1,000 to 4,999 employees (1.7%). A decrease in the number of closed schedules is predicted by employers with 500 to 999 employees (-2.1%) and employers with 1 to 99 employees (-5.0%).

Does your organization prescreen at colleges and universities where prescreening is permitted? Responses are listed by EMPLOYER CATEGORY.

	PRESCREENING IS PERMITTED		TOTAL RESPONSE	
	N	PCTN	N	PCTN
EMPLOYER CATEGORIES				
ACCOUNTING	13	100	31	100
AEROSPACE	9	100	24	100
AGRIBUSINESS	6	100	13	100
AUTOMOTIVE	20	100	29	100
BANKING FIN	25	100	54	100
CHEMICALS	14	100	31	100
COMMUNICATION	2	100	4	100
CONSTRUCTION	9	100	38	100
EDUCATION	77	100	135	100
ELECTR MACH	11	100	27	100
ELECTRONICS	13	100	33	100
RESTAURANTS	10	100	19	100
PACKAGING	3	100	17	100
GOVERNMENT	19	100	35	100
HOSPITALS	8	100	32	100
HOTELS MOTELS	19	100	36	100
MERCHANDISING	27	100	58	100
METALS PRODS	12	100	32	100
MILITARY	3	100	5	100
PETROLEUM	10	100	17	100
PRINTING PUBL	6	100	15	100
UTILITIES	38	100	68	100
RESEARCH	19	100	46	100
SERV VOL ORGS	3	100	14	100
TIRE RUBBER	2	100	4	100
CONGLOMERATES	9	100	22	100
OVERALL TOTALS	387	100	839	100

Observations: Of 839 organizations responding to this question, 387 employers (46.1%) indicated that their organizations prescreened at colleges and universities where it was permitted last year. In 1986-87, 65.5% of the surveyed employers prescreened. These statistics indicate a slight decrease in organizations pre-screening on college campuses.

Employer catgories using prescreening most often were automotive and mechanical equipment (69%); military services (60%); petroleum and allied products (59%); educational institutions (57%); public utilities, including transportation (56%); governmental administration (54%); hotels, motels, and recreational services (53%); and food and beverage processing (53%). Following these employer catagories were communication--radio, TV and newspapers (50%); tire and rubber products (50%); merchandising and related services (47%); banking, finance and insurance (46%); chemical, drugs, and allied products (42%); accounting (42%); electrical machinery and equipment (41%); diversified conglomerates (41%); and research and/or consulting services (41%).

How often are the following prescreening factors used by your organization before interviewing graduating students on college campuses?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PRESCREENING FACTORS													
GRADE POINT AVERAGES	126	37	106	31	69	20	19	6	25	7	345	100	2.2
ACADEMIC MAJOR	240	69	68	20	22	6	2	1	16	5	348	100	1.5
WILLINGNESS TO CONTINUE EDUCATION	11	3	24	7	114	34	114	34	74	22	337	100	3.6
FOREIGN LANGUAGE SKILLS	2	1	10	3	56	17	125	37	141	42	334	100	4.2
INTERNSHIP/CO-OP/WORK EXPERIENCE	77	22	115	34	92	27	28	8	31	9	343	100	2.5
LEADERSHIP IN CAMPUS ORGANIZATIONS	51	15	109	32	120	35	27	8	32	9	339	100	2.6
NEAT APPEARANCE OF CREDENTIALS/RESUMES	92	27	121	35	80	23	21	6	28	8	342	100	2.3
MILITARY EXPERIENCES	8	2	11	3	96	29	102	30	118	35	335	100	3.9
DEGREE LEVELS ACHIEVED	141	41	87	25	77	22	15	4	25	7	345	100	2.1
STATED CAREER OBJECTIVES	84	25	121	36	95	28	15	4	25	7	340	100	2.3
LOCATION PERFERENCES	91	27	118	35	89	26	12	4	30	9	340	100	2.3
CAREER-RELATED WORK EXPERIENCES	104	30	129	37	72	21	12	3	28	8	345	100	2.2
COLLEGE/UNIVERSITIES ATTENDED	80	23	93	27	106	31	31	9	32	9	342	100	2.5

Observations: Surveyed employers use academic major most often among prescreening factors when selecting candidates before interviewing on college campuses. The next factor used most often by organizations was the degree level achieved. Following these factors were grade point average, career related work experiences, neat appearence of credentials/ resumes, locational preferences, stated career objectives, internship/ co-op work experiences; and leadership in campus organizations.

Does your organization plan to hire a company to conduct video taped interviews from questions composed by your organization? Responses are listed by EMPLOYER CATEGORY.

	VIDEO TAPES INTERVIEWS				TOTAL RESPONSE	
	YES		NO			
EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	3	20	12	80	15	100
AEROSPACE	.	.	11	100	11	100
AGRIBUSINESS	1	14	6	86	7	100
AUTOMOTIVE	3	15	17	85	20	100
BANKING FIN	.	.	25	100	25	100
CHEMICALS	1	7	13	93	14	100
COMMUNICATION	.	.	2	100	2	100
CONSTRUCTION	.	.	12	100	12	100
EDUCATION	.	.	85	100	85	100
ELECTR MACH	.	.	11	100	11	100
ELECTRONICS	.	.	14	100	14	100
RESTAURANTS	.	.	10	100	10	100
PACKAGING	.	.	3	100	3	100
GOVERNMENT	1	5	21	95	22	100
HOSPITALS	1	11	8	89	9	100
HOTELS MOTELS	.	.	19	100	19	100
MERCHANDISING	1	4	27	96	28	100
METALS PRODS	1	8	12	92	13	100
MILITARY	1	33	2	67	3	100
PETROLEUM	.	.	10	100	10	100
PRINTING PUBL	.	.	6	100	6	100
UTILITIES	2	5	39	95	41	100
RESEARCH	1	5	20	95	21	100
SERV VOL ORGS	.	.	3	100	3	100
TIRE RUBBER	.	.	2	100	2	100
CONGLOMERATES	2	20	8	80	10	100
OVERALL TOTALS	18	4	398	96	416	100

Observations: Of the 416 organizations responding to this question, 4.0% plan to hire a company to conduct video taped interviews. The largest percentage of employers planning to hire a company to conduct video taped interviews were military services (33.0%); accounting (20.0%); diversified conglomerates (20.0%); automotive and mechanical equipment (15.0%); agribusiness (14.0%); hospitals and health services (11.0%); metals and metal production (8.0%); chemicals, drugs,and allied products (7.0%); research and consulting services (5.0%); public utilities including transportation (5.0%); governmental adminstration (5.0%); and merchandising and retail services (4.0%).

Organizations responding that they will <u>not</u> be hiring a company to conduct video taped interviews were aerospace; banking, finance and insurance; communication-radio, TV, and newspapers; construction and building materials manufacturing; educational institutions; electrical machinery and equipment; electronics and instruments; food and beverage processing; hotels, motels, resorts and recreational facilities; glass, packaging and allied products; petroleum and allied products; printing, publishing and informational services; services and volunteer organizations; and tire and rubber products.

Would your organization be interested in a program where students would send videotapes instead of resumes at their own expense for your consideration when seeking employment? Responses are listed by EMPLOYER CATEGORY.

	VIDEO TAPED INSTEAD OF RESUMES				TOTAL RESPONSE	
	YES		NO			
EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	2	14	12	86	14	100
AEROSPACE	1	9	10	91	11	100
AGRIBUSINESS	3	43	4	57	7	100
AUTOMOTIVE	8	40	12	60	20	100
BANKING FIN	3	12	22	88	25	100
CHEMICALS	5	33	10	67	15	100
COMMUNICATION	1	50	1	50	2	100
CONSTRUCTION	3	27	8	73	11	100
EDUCATION	47	55	38	45	85	100
ELECTR MACH	2	18	9	82	11	100
ELECTRONICS	4	29	10	71	14	100
RESTAURANTS	1	11	8	89	9	100
PACKAGING	2	67	1	33	3	100
GOVERNMENT	5	24	16	76	21	100
HOSPITALS	2	22	7	78	9	100
HOTELS MOTELS	11	58	8	42	19	100
MERCHANDISING	11	39	17	61	28	100
METALS PRODS	7	58	5	42	12	100
MILITARY	1	33	2	67	3	100
PETROLEUM	4	40	6	60	10	100
PRINTING PUBL	1	17	5	83	6	100
UTILITIES	11	27	29	72	40	100
RESEARCH	6	29	15	71	21	100
SERV VOL ORGS	.	.	3	100	3	100
TIRE RUBBER	.	.	2	100	2	100
CONGLOMERATES	5	50	5	50	10	100
OVERALL TOTALS	146	36	265	64	411	100

Observations: Of the 411 employers responding to this question, 36.0% would be interested in a program where students would send videotapes instead of resumes when seeking employment. Of these companies, the employers with the greatest interest in this proposal were glass, packaging and allied products (67.0%); hotels, motels, resorts and recreational facilities (58.0%); metal and metals products (58.0%); educational services (55.0%); diversified conglomerates (50.0%); communication (radio, TV and newspapers) (50.0%); agribusiness (45.0%); automotive and mechnical equipment (40.0%); merchandising and related services (39.0%); chemicals, drugs,and allied products (33.0%) and the military services (33.0%).

Organizations that had moderate interest in this idea were electronics and instruments (29.0%); research and consulting (29.0%); public utilities (27.0%); construction and building materials manufacturing (27.0%); govermental adminstration (24.0%); hospitals and health services (22.0%); electrical machinery and equipment (18.0%); printing, publishing and informational services (17.0%); accounting (14.0%). The organizations responding with very little or no interest in a videotape program were banking, finance and insurance; food and beverage processing; aerospace components; service and volunteer organizations and tire and rubber products.

Because of changes in the composition of workforces in many organizations last year (1986-87), the decision to hire new employees may have been delayed. Did your organization delay offering positions to new college graduates? Responses are listed by EMPLOYER CATEGORY.

	AVERAGE DELAY	
.....EMPLOYER CATEGORIES	NUMBER OF EMPLOYERS	MONTHS
ACCOUNTING	2	2.0
AEROSPACE	3	2.3
AGRIBUSINESS	2	2.0
AUTOMOTIVE	8	5.3
BANKING FIN	2	0.9
CHEMICALS	1	0.5
COMMUNICATION	1	2.0
CONSTRUCTION	4	1.6
EDUCATION	15	1.7
ELECTR MACH	6	2.3
ELECTRONICS	3	1.3
PACKAGING	1	2.0
GOVERNMENT	1	6.0
HOSPITALS	4	2.7
MERCHANDISING	5	0.8
METALS PRODS	2	5.0
MILITARY	2	6.0
PETROLEUM	1	10.0
PRINTING PUBL	1	3.0
UTILITIES	10	2.9
RESEARCH	2	2.0
TIRE RUBBER	1	3.0
OVERALL TOTALS	77	2.7

Observations: Of the 409 employers responding to this question, 96 organizations (23.5%) delayed the hiring of new college graduates last year. The average delay in hiring new college graduates among the 77 organizations responding to this question was 2.7 months.

Organizations with a delay of five to ten months were metals and metals products (5.0 months); automotive and mechanical equipment (5.3 months); govermental adminstration and military services (6.0 months each); and petroleum and allied products (10.0 months).

Organizations with a delay of one to three months were electronics and instruments (1.3 months); educational institutions (1.7 months); construction and building materials manufacturers (1.9 months); accounting (2.0 months); agribusiness (2.0 months); communication (radio, TV, and newspaper) (2.0 months); glass packaging, and allied products (2.0 months); research and consulting services (2.0 months); aerospace and electrical machinery (2.3 months); hospitals and health services (2.7 months); public utilities (2.9 months); printing publishing and informational services (3.0 months).

Organizations that waited less than a month were chemicals, drugs and allied products (0.5 months); merchandising and related services (0.8 months); and banking, finance and insurance (0.9 months).

Do you prefer centralized or decentralized placement offices (assuming both are efficient)? Responses are listed by EMPLOYER CATEGORY.

	PLACEMENT OFFICES IS					
	CENTRALIZED		DECENTRALIZED		TOTAL	
EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	12	80	3	20	15	100
AEROSPACE	10	91	1	9	11	100
AGRIBUSINESS	3	43	4	57	7	100
AUTOMOTIVE	16	80	4	20	20	100
BANKING FIN	22	88	3	12	25	100
CHEMICALS	13	87	2	13	15	100
COMMUNICATION	1	100	.	.	1	100
CONSTRUCTION	10	83	2	17	12	100
EDUCATION	66	80	16	20	82	100
ELECTR MACH	10	91	1	9	11	100
ELECTRONICS	13	93	1	7	14	100
RESTAURANTS	6	67	3	33	9	100
PACKAGING	3	100	.	.	3	100
GOVERNMENT	17	94	1	6	18	100
HOSPITALS	7	88	1	13	8	100
HOTELS MOTELS	10	56	8	44	18	100
MERCHANDISING	26	96	1	4	27	100
METALS PRODS	12	92	1	8	13	100
MILITARY	3	100	.	.	3	100
PETROLEUM	9	90	1	10	10	100
PRINTING PUBL	4	67	2	33	6	100
UTILITIES	34	85	6	15	40	100
RESEARCH	16	76	5	24	21	100
SERV VOL ORGS	2	100	.	.	2	100
TIRE RUBBER	2	100	.	.	2	100
CONGLOMERATES	10	100	.	.	10	100
OVERALL TOTALS	337	84	66	16	403	100

Observations: Of 403 organizations responding, most preferred a centralized placement office (84.0%). The highest preference for a centralized placement office came from communication--radio, TV, and newspapers (100%); diversified conglomerates (100%); military services (100%); glass, packaging and allied products (100%); service and volunteer organizations (100%); tire and rubber products (100%); merchandising and related services (96.0%); govermental adminstration (94.0%); electronics and instruments (93.0%); metals and metals production (92.0%); aerospace and components (91.0%); electrical machinery (91.0%); and petroleum and allied products (90.0%).

Continuing the list were banking, finance and insurance (88.0%); hospitals and health services (88.0%); chemicals, drugs, and allied products (87.0%); public utilities (85.0%); construction and building materials manufacturing (83.0%); educational institutions (80.0%); automotive and mechanical equipment (80.0%); accounting (80.0%); research and consulting services (76.0%); food and beverage processing (67.0%); printing publishing and informatonal services (67.0%); hotels, motels and resort facilities (56.0%) and agribusiness (43.0%).

Does your organization subscribe to the practice of some employers by adding bonuses to base salaries of new college graduates?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
ADDING BONUSES TO BASE SALARIES													
EARLY ACCEPTANCE	1	0	1	0	2	1	17	4	370	95	391	100	4.9
HIGH ACADEMIC PERFORMANCE	16	4	13	3	33	8	19	5	309	79	390	100	4.5
RELOCATION COSTS/MOVING EXPENSE ETC.	35	9	23	6	47	12	29	7	256	66	390	100	4.1
MINORITY STATUS	2	1	2	1	18	5	17	4	351	90	390	100	4.8
GENDER	1	0	.	.	13	3	10	3	367	94	391	100	4.9
REPUTATION OF SCHOOL	3	1	8	2	32	8	18	5	328	84	389	100	4.7

Observations: Of surveyed organizations, most organizations never subscribe to the practice of adding of bonuses to base salaries for the above items. Of the few employers who gave base salary bonuses, most significantly used were bonuses for relocation costs, moving expenses, and high academic performance. Other items were not found to be significant for adding bonuses to base salaries.

In your opinion, who should supervise cooperative education programs at colleges and universities?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
WHO SHOULD SUPERVISE CO-OP EDUC													
PLACEMENT SERVICES	49	16	56	18	124	39	41	13	46	15	316	100	2.9
INDIVIDUAL FACULTY	18	6	35	11	87	28	61	20	105	34	306	100	3.7
ACADEMIC DEPARTMENTS	45	14	61	19	111	35	48	15	52	16	317	100	3.0
COLLEGES	24	8	41	14	104	35	63	21	66	22	298	100	3.4
CO-OP/INTERN OFFICES	112	34	103	32	82	25	12	4	17	5	326	100	2.1

Observations: In the opinions of employers responding to this survey, most believe (91.0%) that cooperative education programs should be supervised by co-op or intern offices. Following this, in order of preference, were placement services and then academic departments.

Does your organization currently hire cooperative education students with the intent to hire them as full-time employees if they achieve excellent job performance?

	RESPONSE CATEGORIES										TOTAL RESPONSE		WEIGHTED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
INTEND TO HIRE CO-OP ED STUDENTS AS FULL-TIME EMPLOYEES	64	16	83	21	116	30	55	14	70	18	388	100	3.0

Observations: Of 388 employers responding to this question, 64 organizations (16%) responded that they "always" intend to hire co-op students who achieve excellent job performance as full-time employees. Those employers who "almost always" or "sometimes" practice this policy totaled 199 (51.0%).

Do you believe placement offices should be involved with the development programs of their colleges or universities and tied to fund-raising activities?

	RESPONSE CATEGORIES										ALL		WEIGHTED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
INVOLVED WITH DEVELOPMENTS AND FUND-RAISING ACTIVITIES	8	2	22	6	109	30	87	24	139	38	365	100	3.9

Observations: Of 365 employers responding to this question, 8 organizations (2.0%) responded that placement offices should be involved with the development of programs and tied to fund-raising activities. Organizations believing that placement offices should "almost always" and "sometimes" be involved totaled 131 (36.0%). The majority of surveyed employers (62.0%) felt that placement offices should "seldom" or "never" be involved with development and fund-raising activities.

Would you agree to pay a fee or bonus to a college or university for each student hired from on-campus recruiting?

	RESPONSE CATEGORIES										TOTAL RESPONSE		WEIGHTED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
AGREE TO PAY FEES OR BONUSES TO A UNIVERSITY	1	0	4	1	23	6	45	12	314	81	387	100	4.7

Observations: Of the 387 organizations responding to this question, 359 employers (93.0%) reported that they would "seldom" or "never" agree to pay fees or bonuses to a college or university for each student hired from on-campus recruiting.

Is your organization already paying fees in any form for on-campus recruiting?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PAYING FEES FOR ON-CAMPUS RECRUITING													
IN CENTRALIZED PLACEMENT OFFICES	1	0	.	.	9	2	10	3	357	95	377	100	4.9
IN DECENTALIZED PLACEMENT OFFICES	.	.	1	0	8	2	9	2	355	95	373	100	4.9
SPECIAL ACTIVITIES OUTSIDE CAMPUS	1	0	8	2	40	11	14	4	309	83	372	100	4.7
PRESCREENING RECENT AND UPCOMING GRADS	2	1	5	1	43	12	13	4	308	83	371	100	4.7
PRESCREENING OF ALUMNI	1	0	1	0	16	4	16	4	336	91	370	100	4.9
ON CAMPUS RECRUITING	5	1	2	1	16	4	20	5	328	88	371	100	4.8
OFF CAMPUS RECRUITING	1	0	2	1	18	5	18	5	329	89	368	100	4.8
ASSOCIATE MEMBERSHIP	.	.	2	1	10	3	8	3	285	93	305	100	4.9

Observations: Organizations responding to this question generally replied that they "sometimes" paid fees for special activities outside campus and when prescreening recent and upcoming graduates. Most organizations recruiting on campuses do <u>not</u> pay fees in any form (88.0%). Activities resulting in the paying of fees always, almost always and sometimes are used for prescreening recent and upcoming grads (14%) and special activities outside campus (13%).

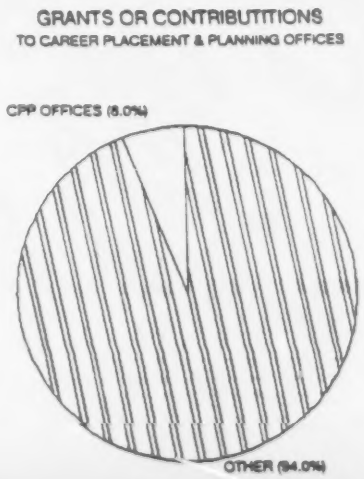
What percentage of grants or contributions made by your organization to colleges and universities last year (1986-87) were earmarked for career planning and placement offices? Responses are listed by EMPLOYER CATEGORY.

	% OF GRANTS OR CONTRIBUTIONS	
EMPLOYER CATEGORIES	NUMBER OF EMPLO-YERS	MEAN
ACCOUNTING	14	3.4
AEROSPACE	9	5.2
AGRIBUSINESS	5	9.0
AUTOMOTIVE	18	0.4
BANKING FIN	17	5.5
CHEMICALS	13	12.6
COMMUNICATION	2	0.0
CONSTRUCTION	9	26.3
EDUCATION	65	0.7
ELECTR MACH	10	0.2
ELECTRONICS	11	12.6
RESTAURANTS	5	9.0
PACKAGING	1	0.0
GOVERNMENT	16	0.0
HOSPITALS	8	0.3
HOTELS MOTELS	16	11.3
MERCHANDISING	28	11.7
METALS PRODS	12	7.7
MILITARY	2	0.0
PETROLEUM	10	10.0
PRINTING PUBL	4	0.0
UTILITIES	35	9.3
RESEARCH	17	0.1
SERV VOL ORGS	3	15.0
TIRE RUBBER	2	23.5
CONGLOMERATES	8	6.9

Observations: Organizations making the highest percentage of contributions to career planning and placement offices were construction and building materials manufacturers (26.3%); tire and rubber products (23.5%); service and volunteer organizations (15.0%); chemicals, drugs, and allied products (12.6%); electronics and instruments (12.6%); merchandising and related services (11.7%); hotels, motels, and recreational facilities (11.3%); petroleum and allied products (10.0%); public utilities (9.3%); restaurants (9.0%); agribusiness (9.0%); metals and metals production (7.7%); diversified conglomerates (6.9%); banking, finance, and insurance (5.9%); aerospace (5.2%); and accounting (3.6%).

Other organizations with very minor contributions were educational institutions (0.7%); automotive and mechanical equipment (0.4%); hospitals and health services (0.3%); electrical machinery and equipment (0.2%); and research and consulting services (0.1%).

Organizations responding to this question who did not make donations to career planning and placement services were communication--radio, TV, and newspapers; govermental adminstration; military services; glass, packaging, and allied products; and printing, publishing, and informational services.



Among the new college graduates hired by your organization last year (1986-87), what percentage were liberal arts majors? Responses are listed by EMPLOYER CATEGORY.

EMPLOYER CATEGORIES	PERCENT OF LIBERAL ARTS N	MEAN
ACCOUNTING	14	2.2
AEROSPACE	10	4.9
AGRIBUSINESS	5	0.4
AUTOMOTIVE	20	8.5
BANKING FIN	20	36.2
CHEMICALS	14	17.4
COMMUNICATION	2	12.5
CONSTRUCTION	9	36.3
EDUCATION	70	28.4
ELECTR MACH	11	29.6
ELECTRONICS	14	6.9
RESTAURANTS	9	15.8
PACKAGING	2	22.5
GOVERNMENT	15	11.2
HOSPITALS	7	19.3
HOTELS MOTELS	18	20.9
MERCHANDISING	25	39.5
METALS PRODS	12	7.8
MILITARY	3	55.0
PETROLEUM	8	5.9
PRINTING PUBL	6	39.2
UTILITIES	39	8.9
RESEARCH	20	4.9
SERV VOL ORGS	3	40.0
TIRE RUBBER	2	22.5
CONGLOMERATES	9	24.3
OVERALL TOTALS	367	19.6

Observations: Organizations hiring the most liberal arts majors last year (1986-87) were the military services (55.0%); service and volunteer organizations (40.0%); merchandising and related services (39.5%); printing, publishing, and informational services (39.2%); construction and building materials manufacturing (36.3%); banking, finance, and insurance (36.2%); electrical machinery and equipment (29.6%); educational institutions (28.4%); diversified conglomerates (24.3%); glass, packaging, and allied products (22.5%); tire and rubber products (22.5%); hotels, motels, and recreational facilities (20.9%); hospitals and health services (19.3%); chemicals, drugs, and allied products (17.4%); food and beverage processing (15.8%); communication--radio, TV, and newspapers (12.5%); govermental adminstration (11.2%); public utilities (8.9%); automotive and mechanical equipment (8.5%); metals and metals production (7.8%); electronics and instruments (6.9%); petroleum and allied products (5.9%); aerospace (4.9%); research and consulting services (4.9%); accounting (2.2%); and agribusiness (0.4%).

What skills are provided by liberal arts majors that make them attractive to your organizations for middle or upper management positions?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
SKILLS PROVIDED BY LIBERAL ARTS GRADS													
WRITING ABILITIES	65	25	95	37	73	28	8	3	19	7	260	100	2.3
EDITING ABILITIES	21	8	44	17	98	38	61	24	32	13	256	100	3.2
READING INTERPRETIVE SKILLS	43	17	73	29	84	33	31	12	23	9	254	100	2.7
LANGUAGE COMPREHENSION	37	14	75	29	86	34	29	11	29	11	256	100	2.8
KNOWLEDGE OF FOREIGN CULTURES	5	2	10	4	64	25	95	37	81	32	255	100	3.9
PUBLIC SPEAKING	45	17	72	28	98	38	25	10	19	7	259	100	2.6
INVESTIGATION/NEGOTIATION/ARBITRATION	15	6	38	15	105	41	57	22	39	15	254	100	3.3
LIAISON WITH DEPARTMENTS	12	5	51	20	100	40	47	19	43	17	253	100	3.2
COMPUTER SKILLS	18	7	45	17	138	53	36	14	23	9	260	100	3.0
PUBLIC RELATIONS ABILITIES	29	11	63	24	107	41	40	15	20	8	259	100	2.8
MANAGEMENT/SUPERVISION	38	15	61	23	118	45	26	10	18	7	261	100	2.7
MARKETING/SALES ABILITIES	26	10	53	20	107	41	44	17	29	11	259	100	3.0

Observations: The skills provided by liberal arts majors that "always," "almost always," or "sometimes" make them most attractive for middle or upper management positions are their writing abilities, computer skills, management/supervisory abilities, investigation/negotation/arbitration skills, public relations abilities, marketing/sales abilities, public speaking skills, editing abilities, and language comprehension. Their knowledge of foreign cultures was "seldom" a factor.

Has the new Immigration Reform and Control Act of 1986 had an impact on your recruiting strategies?

	RESPONSE CATEGORIES										TOTAL RESPONSE		WEIGHTED
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
NEW IMMIGRATION REFORM HAD AN IMPACT ON YOUR RECRUITING STRATEGIES	3	1	7	2	18	5	82	21	277	72	387	100	4.6

Observations: Of the 387 organizations responding to this question, 110 employers (28.4%) reported some effect from the Immigration Reform Act of 1986.

In your opinion, how would you rate the overall job market for new college graduates this year (1987-88) in the following categories?

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOTAL
	EXCELLENT		VERY GOOD		GOOD		FAIR		POOR				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW YOU RATE OVERALL JOB MARKET													
BACHELORS GRADUATES	37	12	81	26	135	43	57	18	1	0	311	100	2.7
WOMEN GRADUATES	38	12	126	38	131	40	32	10	1	0	328	100	2.5
MINORITY GRADUATES	70	21	103	31	100	30	35	11	20	6	328	100	2.5
HANDICAPPER GRADUATES	19	6	50	16	123	40	93	31	19	6	304	100	3.1
MASTER GRADUATES	25	9	73	26	128	46	49	18	3	1	278	100	2.8
MBA GRADUATES	24	9	86	34	99	39	34	13	12	5	255	100	2.7
DOCTORAL GRADUATES	23	10	32	13	109	46	60	25	15	6	239	100	3.1

Observations: The overall job market for new college graduates is expected to be "very good" for minority and women graduates. Bachelor's, MBA graduates, handicappers, master's, and doctoral graduates will likely enjoy a "good" market.

In your opinion, how would you rate the overall job market for new bachelor's degree graduates this year (1987-88). Responses are listed by ACADEMIC MAJORS.

	RESPONSE CATEGORIES										TOTAL RESPONSE		TOT-AL
	EXCELLENT		VERY GOOD		GOOD		FAIR		POOR				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW YOU RATE OVERALL JOB MARKET													
AGRICULTURE	5	2	9	4	28	14	75	37	87	43	204	100	4.1
NATURAL RESOURCES	3	1	9	4	45	22	78	38	69	34	204	100	4.0
ACCOUNTING	21	7	94	33	132	46	31	11	6	2	284	100	2.7
FINANCIAL ADMIN	16	6	84	32	116	45	35	14	8	3	259	100	2.7
GEN BUS ADMIN	13	5	62	24	113	43	62	24	10	4	260	100	3.0
HOTEL REST INST MGT	23	11	36	17	75	36	51	25	21	10	206	100	3.1
MARKETING/SALES	26	11	69	28	99	40	42	17	10	4	246	100	2.8
PERSONNEL	4	2	35	14	96	38	85	33	35	14	255	100	3.4
ADVERTISING	10	4	22	10	96	43	75	33	22	10	225	100	3.3
COMMUNICATIONS	12	5	26	11	96	42	75	33	19	8	228	100	3.3
JOURNALISM	3	1	14	6	73	33	103	46	29	13	222	100	3.6
TELECOMMUNICATION	14	6	47	22	83	38	58	27	16	7	218	100	3.1
EDUCATION	23	10	52	22	94	39	52	22	17	7	238	100	2.9
CHEMICAL ENGR	21	9	57	25	89	39	50	22	13	6	230	100	2.9
CIVIL ENGR	10	5	40	18	86	39	65	29	21	9	222	100	3.2
COMPUTER SCIENCE	51	19	106	40	88	33	16	6	3	1	264	100	2.3
ELECTRICAL ENGR	33	13	93	38	90	37	24	10	5	2	245	100	2.5
INDUSTRIAL ENGR	13	5	60	25	101	43	53	22	10	4	237	100	2.9
MECHANICAL ENGR	16	7	78	32	104	42	38	15	10	4	246	100	2.8
METALLURGY MATERIALS SCIENCE	13	6	35	16	90	42	63	29	14	7	215	100	3.1
HUMAN ECOL/HOME ECONOMICS	5	2	6	3	42	21	87	43	64	31	204	100	4.0
LIBERAL ARTS/ARTS/LETTERS	8	3	26	11	79	34	92	39	29	12	234	100	3.5
CHEMISTRY	11	5	39	18	93	42	62	28	15	7	220	100	3.1
GEOLOGY	5	2	8	4	57	28	86	42	51	25	207	100	3.8
MATHEMATICS	13	6	52	24	80	36	60	27	15	7	220	100	3.1
PHYSICS	14	7	36	17	89	42	57	27	16	8	212	100	3.1
RETAILING	12	6	42	20	81	39	52	25	23	11	210	100	3.2
SOCIAL SCIENCES	4	2	10	5	59	29	91	44	43	21	207	100	3.8

Observations: The job market trends for new bachelor's degree graduates this year (1987-88), from highest demand to lowest, are expected to be computer science, electrical engineering, accounting, financial administration, mechanical engineering, education, industrial engineering, chemical engineering, general business adminstration, chemistry, mathematics, telecommunication, metallurgy materials science, physics, hotel restaurant and institutional management, civil engineering, retailing, advertising, communications, personnel adminstration, liberal arts/arts and letters, journalism, social sciences, human ecology/home economics, natural resources, and agriculture.

Which of the following training programs are used when orienting new college hires in your organization, and what is the duration of each?

	TRAINING PROGRAMS ARE USED										
	NOT USED	HALF DAY	3-5 DAYS	1-2 WEEKS	3-4 WEEKS	2-3 MONTHS	4-6 MONTHS	7-9 MONTHS	10-11 MONTHS	ONE YEAR	ALL
TRAINING PROGRAMS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS	NUMBER OF EMPLO-YERS
ORIENTATION TRAINING	23	119	100	59	30	17	19	.	.	3	370
ON-THE JOB TRAINING	29	.	9	11	19	27	120	14	4	116	349
ROTATIONAL ASSIGNMENTS	184	.	4	6	11	9	54	5	5	61	339
TECHNICAL SKILLS TRAINING	122	6	16	36	39	30	60	2	1	28	340
MANAGEMENT SKILLS TRAINING	152	11	33	32	45	11	33	4	.	18	339
FORMAL MENTOR RELATIONSHIP	177	11	13	11	12	8	35	12	5	57	341
FORMAL BUDDY RELATIONSHP(CO-WORKER)	197	10	15	14	15	10	24	7	3	47	342
VIDEO TAPES	165	66	50	21	13	4	5	1	1	7	333
INTERACTIVE COMPUTER TRAINING	187	18	45	29	32	5	9	.	.	8	333
SEMINARS BY YOUR ORGANIZATION	88	27	64	69	48	28	5	2	.	15	346
SEMINARS BY OUTSIDE CONSULTANTS	166	24	74	36	24	5	2	1	.	6	338
CAREER DEVELOPMENT GUIDANCE	177	52	41	25	7	6	2	2	.	22	334

Observations: The most often used training programs for new college hires were basic orientation and training followed by on-the job training, seminars given by the organization, and a formal buddy relationship (co-worker). Training programs requiring the most time were on-the job training (187 days), rotational assignments (97.2 days), and formal mentor relationship (90.4 days). Training programs requiring the less time were seminars by outside consultants (10.7 days), orientation and training (13.4 days), videotapes (13.7 days), interactive computer training (14.4 days), and seminars given by the organization (24.6 days).

In your opinion is it ethical for employers to recruit and interview graduating students who have accepted a job offers with another organization, if the student has not yet begun to work?

	RESPONSE CATEGORIES										TOTAL RESPONSE		WEIGHTED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
IT IS ETHICAL RECRUIT GRADS WHO ACCEPTED JOB OFFER	17	4	20	5	101	26	97	25	155	40	390	100	3.9

Observations: Of the 390 employers who answered this question, 155 recruiters (40%) would "never" recruit graduates who had accepted a job offer with another organization but had not yet begun to work.

Is it ethical, in your opinion, for graduating students who have already accepted a job offer with one employer to continue interviewing with other prospective employers?

	RESPONSE CATEGORIES					TOTAL RESPONSE	WEIGHTED
	ALWAYS	ALMOST ALWAYS	SOMETIMES	SELDOM	NEVER		
	N	N	N	N	N	N	MEAN
ETHICAL TO CONTINUE INTERVIEWING	8	15	74	117	176	390	4.1

Observations: Of the 390 employers responding to this question, 176 representatives (45%) thought it was "never" ethical for students who had already accepted a job offer with one employer to continue interviewing with other prospective employers.

If an applicant has agreed to work for another organization, do you ever contact them to encourage them to work for your organization instead?

	RESPONSE CATEGORIES					TOTAL RESPONSE	WEIGHTED
	ALWAYS	ALMOST ALWAYS	SOMETIMES	SELDOM	NEVER		
	N	N	N	N	N	N	MEAN
ENCOURAGE THEM TO WORK FOR YOUR ORG.	3	3	37	89	254	386	4.5

Observations: Of the 386 employers responding to this question, 254 recruiters (66%) will "never" encourage graduates to work for their organizations if the applicant has already agreed to work for another organization.

Questions relating to drug screening:

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
QUESTIONS RELATED TO DRUG SCREENING													
REQUIRE DRUG TESTING OF NEW GRADUATES	190	23	8	1	26	3	26	3	577	70	827	100	4.0
ACCESS TO THE RESULTS OF DRUG TESTING	141	43	12	4	18	6	16	5	140	43	327	100	3.0
IF POSITIVE RESULTS/ RE-TEST	127	37	20	6	36	10	30	9	131	38	344	100	3.1
REJECT PREVIOUS RECORD OF DRUG USE	25	6	29	6	111	24	98	22	191	42	454	100	3.9

Observations: According to employers responding to this survey, drug testing of new college graduates was used by 27% last year, an increase from 20% using drug screening one year earlier. However, 70% of the surveyed employers "never" require drug testing.

Of employers responding, 43% "always" permit college graduates to have access to drug test results, and another 43% of the employers "never" permit college graduates to have access to the results.

If drug tests produce positive results, 38% of the surveyed employers "never" re-test and 37% "always" re-test.

Of responding employers, 36% will reject candidates who have had a previous record of drug use, but are currently drug free.

If your organization does <u>not</u> screen job applicants for drug use at this time, do you expect to initiate a drug testing program?

	RESPONSE CATEGORIES										
	WITHIN ONE YEAR		WITHIN TWO YEARS		WITHIN FIVE YEARS		NEVER WILL		DO NOT KNOW		TOTAL RESPONSE
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN
DO YOU EXPECT DRUG TESTING IN THE FUTURE	38	6	31	5	24	4	47	8	459	77	599	100

Observations: Of the organizations that do not currently screen job applicants for drug use, 15% intend to initiate a drug testing program within the next one to five years.

Does your organization test new college graduates for <u>alcohol</u> level?

	RESPONSE CATEGORIES										TOTAL RESPONSE		WEIGHTED
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
TEST FOR ALCOHOL LEVEL OF NEW GRADUATES	66	8	3	0	12	1	25	3	711	87	817	100	4.6

Observations: Of the 817 employers responding to this year's survey, only 9% test new college graduates for alcohol levels.

Does your organization require testing of new college graduates for AIDS?

	RESPONSE CATEGORIES								TOTAL RESPONSE		WEIGHTED
	ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
REQUIRE TESTING FOR AIDS AMONG NEW GRADUATES	11	1	2	0	7	1	792	98	812	100	4.9

Observations: AIDS testing of new college graduates was only required by 2% of employers responding to this survey. Of the 812 respondents, 792 employers (98%) never required new college graduates to be tested for AIDS.

Does your organization have a policy for handling employees with AIDS?

	POLICY FOR HANDLING WITH AIDS				TOTAL	
	YES		NO			
EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	4	13	27	87	31	100
AEROSPACE	3	14	19	86	22	100
AGRIBUSINESS	2	18	9	82	11	100
AUTOMOTIVE	3	11	25	89	28	100
BANKING FIN	18	35	34	65	52	100
CHEMICALS	8	26	23	74	31	100
COMMUNICATION	.	.	4	100	4	100
CONSTRUCTION	8	22	29	78	37	100
EDUCATION	62	50	63	50	125	100
ELECTR MACH	6	25	18	75	24	100
ELECTRONICS	9	28	23	72	32	100
RESTAURANTS	4	21	15	79	19	100
PACKAGING	2	13	14	88	16	100
GOVERNMENT	7	22	25	78	32	100
HOSPITALS	11	35	20	65	31	100
HOTELS MOTELS	8	23	27	77	35	100
MERCHANDISING	14	25	42	75	56	100
METALS PRODS	2	6	30	94	32	100
MILITARY	3	75	1	25	4	100
PETROLEUM	2	13	13	87	15	100
PRINTING PUBL	3	20	12	80	15	100
UTILITIES	12	19	51	81	63	100
RESEARCH	4	10	37	90	41	100
SERV VOL ORGS	2	17	10	83	12	100
TIRE RUBBER	1	25	3	75	4	100
CONGLOMERATES	9	41	13	59	22	100
OVERALL TOTALS	207	26	587	74	794	100

Observations: Currently, approximately 25.6% of the surveyed employers have a policy for handling employees with AIDS. Employer categories that most frequently have an AIDS policy include the military; educational institutions; diversified conglomerates; hospitals and health services; banking, finance and insurance; and electronics and instruments.

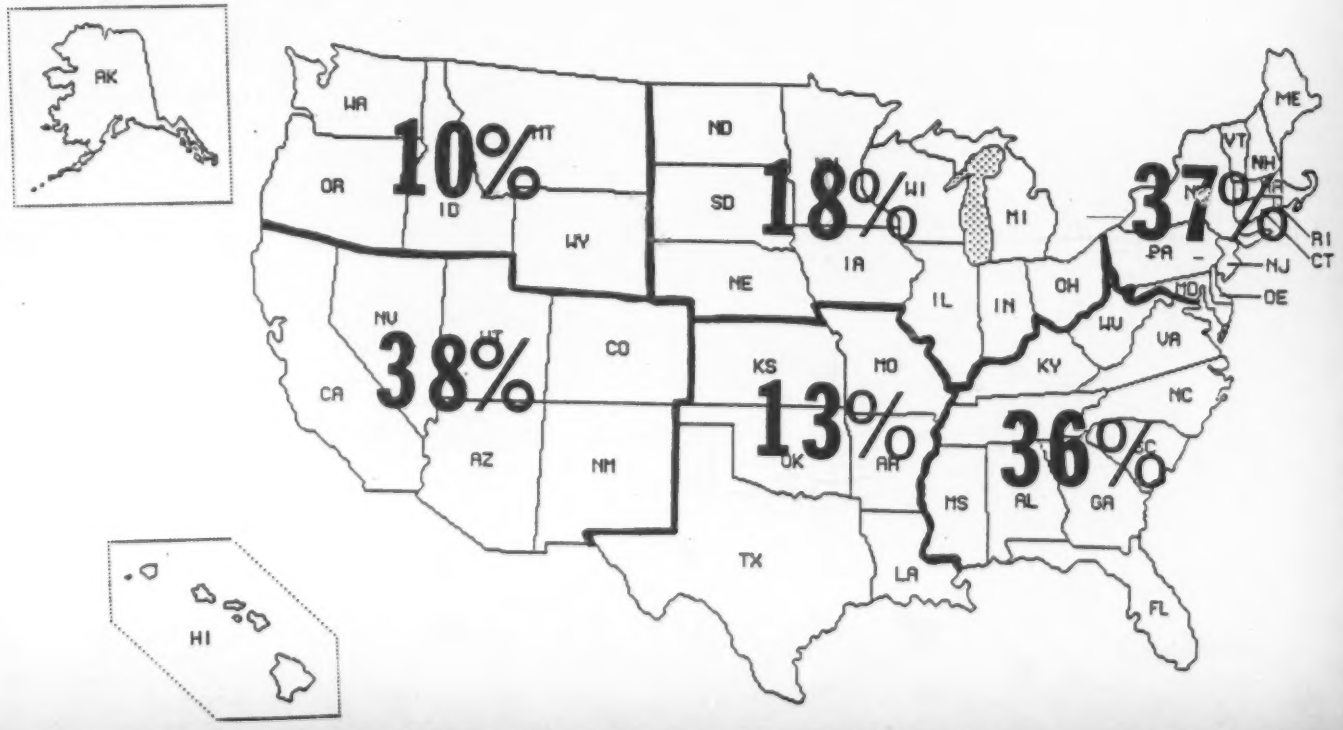
Employer categories frequently <u>not</u> having an AIDS policy include communication (radio, TV, and newspapers); metals and metal products; research and/or consulting services; automotive and mechanical equipment; glass, packaging, and allied products; accounting; and aerospace and components.

Based upon your experiences, what will be the availability of employment opportunities during 1987-88 for new college graduates in each geographical region of the United States? Responses are listed for each GEOGRAPHICAL REGION.

	RESPONSE CATEGORIES												
	EXTREMELY HIGH AVAILABILITY		HIGH AVAILABILITY		MEDIUM AVAILABILITY		LOW AVAILABILITY		NO AVAILABILITY		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
AVAILABILITY OF EMPLOYMENT OPPORTUNITY													
NORTHEAST	37	8	133	29	159	35	76	17	55	12	460	100	3.0
SOUTHEAST	22	5	140	31	182	40	73	16	42	9	459	100	2.9
NORTHCENTRAL	18	3	85	15	289	52	138	25	25	5	555	100	3.1
SOUTHCENTRAL	10	2	47	11	117	28	194	46	56	13	424	100	3.6
NORTHWEST	3	1	37	9	141	34	161	39	72	17	414	100	3.6
SOUTHWEST	37	8	134	30	159	35	65	15	53	12	448	100	2.9

Observations: According to surveyed employers, the greatest availability of employment opportunities for new college graduates during 1987-88 will be in the southwestern region of the United States. The northeastern and southeastern regions were rated as next best. For the second year in a row, the southcentral region has remained in fifth place.

The regions of the United States in order of best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern.



When advising graduating students on methods for making initial contacts with your organization, which of the following would you recommend?

	RESPONSE CATEGORIES												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
RECOMMENDED METHODS FOR INITIAL CONTACTS													
VISIT PERSONNEL OFFICE PERSONALLY	94	12	95	12	222	29	213	28	139	18	763	100	3.3
SEND LETTER AND RESUME TO PERSONNEL DEPT	520	64	176	22	82	10	18	2	12	1	808	100	1.5
SEND LETTER AND RESUME TO DEPT HEAD	110	14	98	13	215	28	176	23	160	21	759	100	3.2
PHONE PERSONNEL DEPT/REQUEST INTERVIEW	80	10	73	10	214	28	218	29	177	23	762	100	3.4
ANSWER NEWSPAPER ADVERTISEMENT	351	46	155	20	161	21	71	9	31	4	769	100	2.1
INTERNSHIP PROGRAMS	271	36	115	15	214	28	92	12	67	9	759	100	2.4
SUMMER PART TIME EMPLOYMENT	253	33	140	18	210	27	93	12	69	9	765	100	2.5
COOPERATIVE EDUCATION PROGRAMS	226	30	128	17	190	25	98	13	106	14	748	100	2.6
REFERRALS FROM CURRENT EMPLOYEES	236	31	183	24	290	38	46	6	13	2	768	100	2.2
ON CAMPUS INTERVIEWING	432	55	170	22	113	14	38	5	27	3	780	100	1.8
RESPONDING TO JOB LISTINGS	402	52	189	24	145	19	23	3	17	2	776	100	1.8
EMPLOYMENT AGENCIES	27	4	28	4	174	23	268	35	260	34	757	100	3.9
OTHER	2	3	5	6	5	6	5	6	61	78	78	100	4.5

Observations: When advising graduating students on methods for making initial contacts with their organizations, surveyed employers recommended that graduating students send a letter of application and resume to the personnel department (64% "always" recommending this). The next best contact according to surveyed employers was on-campus interviewing (55% "always" recommending this).

For making initial contacts, listed from most recommended to least recommended, were a letter and resume sent to the personnel department, on-campus interviewing, responses to job listings, answer newspaper advertisements, current employee referrals, internships, part-time and summer employment, cooperative education programs, a letter and resume sent to the department head, visiting the personnel office personally, phoning the personnel office to request an interview, and seeking assistance through employment agencies.

EMPLOYERS RESPONDING TO RECRUITING TRENDS 1987-88

-A-

A. Brown Development
A. Duda & Sons Inc
A. T. Kearney Inc
AAI Corporation
Addison Wesley Public Schools
Adia Personnel Services
Aerojet General Corp
Agro Culture Fertilizers
Aerojet Ordnance Co
Amway Inc
AIL Corp Div Eaton
Aim Executive Inc
AIS Construction Equip
Alcan Rolled Products Co
Alco Manufacturing
Algonac Community Schools
Allegan General Hospital
Allegheny Ludlum Steel
Allegheny Power System
Allied Aftermarket Division
Allied Automotive
Allied Bendix Aerospace
Allied Tube/Conduit
Allstate Insurance
Alpena Alcona Intermediate School District
Alside Corporation
Alucobond Technologies
Alumax Inc
Alvin Schl Dist
AM Automobile Assoc
American Appraisal
American Bank of PA
American College Testing
American Consulting Corp
American Copper & Nickel
American Edwards Lab
American Electric Power
American Inst of Bus
Ameritrust
Amoco Research Center
Amoskeag Bank
AMP Inc
Amway Grand Plaza Hotel
Anheuser Busch Inc
Ann Arbor Police Department
Ann Arbor Public Schools
Apple Computer
Appleton Area School District
Appleton Papers Inc
Applicon
Applied Physics Lab
Argonne National Laboratory
ARMC Research Corp
Arizona Public Services
Armour Food Companies
Armstrong Rubber
Arthur Andersen & Co
Arthur Young & Co
Asarco Inc
A T & T Network Systems
Atlanta Public Schools
Aurora Public Schools
Austin Independent School District
Automatic Data Processing
Awrey Bakeries Inc

-B-

B F Goodrich Co
Babbage's Inc
Baker Financial Group
Baldwin Park Unified School District
Ball Memorial Hospital
Baltimore Aircoil Company
Baltimore City Public Schools
Bank One
Barclays Amer Corp
BASF Corp Fibers Division
BASF Corporation
BASF Inmont
Baxter Healthcare Corporation
Bay Technical Association
Beech Aircraft
Belk Stores Service
Bell of Pennsylvania
Beloit School District
Bendix/Oceanics Division
Benton Harbor Area Schools
Big Sky Montana
BJ Titan Services Co

Bloom Engineering Co
Bloomfield Hills School District
Bloomington School District
Blue Care Network of Southwest Michigan
Blue Cross and Blue Shield
Bocknek Berger Ghersi
Boeing Company
Boise Cascade Timber
Bonne Bell
Bonneville Power Adm
Booker Assoc, Inc
Borden Chemical
Bottineau Public School District 1
Bowater
Boy Scouts of America
Boysville of Michigan
BP America Inc
Brady Co
Bridgeport Spaulding
Brighams Co
Brighton Area Schools
Broadway Southwest
Brooklyn Union Gas
Brookstone Company
Broward County School Board
Brown Shoe Co
Browning Manufacturing
Budget Rent-A-Car Systems Inc
Buena Vista School District
Bullhead City School District
Bullitt County School District
Bullock's
Burgess & Niple Limited
Burke Marketing Service
Burlington School District 15

-C-

C. F. Industries Inc
C. J. Gayfer & Co
C. P. Rail
Cahill-Stone Inc
California Dept of Transport
California Polytechnic State Univ
California Thrift and Loan
Calreco Inc
Chapel Hill Carrboro
Care-Free Aluminum
Caro Mental Health Center
Carolina Power & Light
Carolina Telephone
Carstab Division
Carter Hawley Hale
Catawba Island Club
Caterpillar Inc
Cenex
Centex Homes
Central Illinois Pub Serv
Central Maine Power Company
Central Power & Light
Central Soya
Chaffey High School District
Champaign Comm Schools
Champion International
Chart House The
Chemical Bank
Chem-Trend Inc
Cherry-Burrell
Chevron Corporation
Chevron Research Company
Chicago Rawhide Manufacturing
Chicago & Northwest Transit
Chili's Restaurant
Chittenden School District
Christina School District
Chrysler Corp
Ciba Corning
Cigna Corporation
Cincinnati Bell Inc
Circle Pines Center
Cirtek Corporation
Citadel The
Citicorp Savings
City of Monroe
City of Saginaw
City of Saint Louis
Cleveland Pneumatic
Climax Scotts Schools
Clovis School District
Club Corporation of America
CMI Corporation
Coats & Clark Inc
COBE Laboratories Inc
Collins Food International
Colorado State University
Columbia Gas Dist
Columbus Public Schools
Combustion Engineer
Commerce Federal Savings
Commonwealth Edison
Commonwealth Telephone Co
Compuserve Inc
Computer Lang Research

Comsat Laboratories
Cone Mills Corporation
Conna Corporation
Conoco Inc
Contel Corporation
Continental Cablevision
Continental Cos
Continental Ill Natl
Continental Insurance Co
Control Data Corp
Cook Family Foods
Coopers & Lybrand
Copper Country Inter Schl Dist
Cosco Inc
Countrymark
Country Fresh
Covert Public Schools
Cozad City Schools
Crane School District 13
Creare Inc
Croswell Lex Community Schools
Crown Wood Products
CRS Sirrine Inc
Crystal Mountain
CSX Distribution Serv
Cubic Corporation
Cushman & Wakefield
Cummins Engine Co

-D-

Dallas Indep Schl Dist
Dana Corporation
Dart Container Corp
Dart Container Sales Co
David Michael & Co
David Taylor Naval
Davison Community Schools
Dayton Hudson Dept Store
Dearborn Public Schools
Decatur Memorial Hospital
Deckerville Community Schools
Deere & Co
Defense Contract Audit
Dekalb General Hospital
Dekalb-Pfizer Genetics
Delaware North Cos
Deltech Engineering Inc
Denny's Inc
Denver Public Schools
Detroit City Personnel Dept
Desoto County School District
Detroit Edison Co
Detroit Public Schools
DeVilbiss
Devlieg Machine Co
Dexter Corporation
Dielectric Communications
Dieterman, Linden, Manske, Strassburger & Co
Difco Laboratories
Dinner Bell Foods Inc
District of Columbia Public Schools
Donaldson Company Inc
Dorten & Dorten Subways
Dow Chemical USA
Dow Corning Corp
Duall Industries Inc
Duke Power Company
Duluth Independent Schl Dist 709
Duplex Products Inc
Dupont
Duquesne Light Company
Durakon Industries
Durametallic Corp
Duro Bag

-E-

Earlham School of Religion
East Lansing Public Schools
East Ohio Gas Company
Eastern Upper Pen Mtl Hlth Bd
Eastman Kodak Co
Eaton Corporation
Eaton Inter Schl Dist
Eau Claire Schl Dist
EDS
Edwards Brothers Inc
EG&G Idaho Inc
El Paso School District
Elder-Beerman Stores Corp
Electronic Realty
Electro-Motive
Eli Lilly and Company
Elkhart Comm Schl Dist
Employers Mutual
Enserch Exploration Inc
Entech Inc
Entertaining Moments

Environmental Protection Agency
Equitec Properties
Erie Mining Co
Erlanger Medical Center
Ernst & Whinney
Escambia County School District
Ethicon Inc
Evanston Hospital
Evansville-Vanderburgh Schools
Excel Corporation
E-Systems-Eci Div

-F-

Fairbanks Memorial Hospital
Family Buggy Restaurants
Farm Credit Services of Mid-Michigan
Farmington Public Schools
Federal Deposit Insurance
Federal Grain Insp Serv
Federal Highway Administration
Federal Mogul Corporation
Federal Reserve Bank of Cleveland
Fenton & Livingston
Ferguson H K Co
Fidelity Union Life
Field Pckg Co
Filtra-Systems
Fina Oil and Chemical Co
First Bank System
First Federal Mich
First Interstate
First Interstate Bank of Oregon
First National Bk
Fisher & Porter
Fishers Big Wheel
Fleming Companies
Flexible Corporation The
Fluor Daniel
Fluor Engr Inc
FMC Corporation
Foodarama Supermarkets
Ford Aerospace
Ford Motor Company
Ford Motor Sales Operations
Ford New Holland
Formation Inc
Fort Bend School District
Franks Nursery & Crafts
Frederick County Schl Dist
Fremont Public Schools
Fruehauf Corporation
Ft. Worth Ind Schl Dist
Fuller Co
Furnas Electric Co

-G-

Gale Research Company
Galesburg Comm Schl Dist 205
Gallup McKinley Co
Gap Stores Inc
Garfinckles
Garrett Airesearch
Gas Research Inst
GE Medical Systems
Geisinger & Dial
Gen Tele Co Midwest
Gen Tele Northwest
Gen Tele Southwest
Gencorp Inc
General Dynamics
General Electric
General Foods Corp
General Mills Inc
General Motors Corporation
General Tele Co of Florida
Geneva Corp
Georgetown County Schls
Geupel De Mars Inc
Gilbert Commonwealth MI
Gilbert/Robinson Inc
Gold Kist Inc
Goldsmith's
GPU Nuclear Corp
GPU Service Corporation
Grain Processing Corp
Grand Ledge Public Schools
Great Northern Paper
Great-West Life Assur
Green Bay Public Schools
Greensville County Schools
Greif Corp
Griffith Labs USA
Growmark Inc
GSH Corporation
GTE

-H-

Hagger Co
Halifax Engineering Inc
Halliburton Serv
Hamilton Center Inc
Hamilton Township Public Schools
Handleman Company
Hardin County School District
Harper-Grace Hospitals
Harris Corp
Harshaw/Filtol
Hawaii Dept of Education
Haworth Inc
H B Fuller Co
Heath Tecna
Henry Ford Hospital
Hepfer & Company
Herman & MacLean PC
Higbee Company
Highlands County Schl
Hills Bros Coffee
Hilton Hotels Corporation
Hit or Miss
Hitachi Magnetics
Hoechst Celanese Corp
Homestead The
Holley Carborator
Honeywell Avionics
Honeywell Systems
Horace Mann Insurance Co
Hospital Dietary Service
Houston Light and Power
Humana Inc
Hunt Petroleum Corp
Huntington Natl Bank
Hyatt Hotels
Hygrade Food Products

-I-

IBM Corp
Idaho First National Bank
Idaho Schl Blnd & Deaf
IFR Inc
Illinois Dept of Transportation
Illinois Farm Bureau
Impell Corporation
Inco US Inc
Indiana State Division
Indiana Dept of Nat Res
Indiana Highway Department
Indiana Mich Power
Industrial Service Tech
Indiana State Department
Industrial Risk Insurers
Instant Copy
Insurance Service Office
Interlochen Arts Academy
International Rsrch & Dev Corp
Interstate Power Co
Iosco Independent Schl Dist
Iowa Beef Processors
ITT Aerospace Opt Division

-J-

J Byrons Dept Store
J L Hudson Co
J Walter Thompson Co
Jackson Laboratory
Jackson Public Schools
Jenison Public Schools
Jervis B Webb Co
Jessica's Cookies
Jet Propulsion Laboratory
Jim Walter Corp
John Fluke Manufacturing Co
John Hancock Health
Johnson Wax Co
Johnson & Johnson
Johnston Laboratories
Jordan Marsh New Eng
Jordan School District

-K-

Kalamazoo Public Schools
Kansas City School District
Kansas Dept of Administration
Kansas Dept of Transportation
KCL Corporation
Kellogg's
Kelly Services Inc
Kenosha School Distict
Kentucky Power Co

Kern High School District
Ketchum Distributors
Key State Bank
Kids R Us
Kinston City Schls
Kobacker Co The
Koch Industries
Koppers Co Inc
K-Mart Apparel Corp

-L-

Lady Footlocker Inc
Lake Forest School #67
Land & Plant
Lansing Community College
Lansing School District
Lansing Tri-Cnty Reg
Lapeer Fabrications
Laventhol & Horwath
Lawrence Livermore Natl Lab
Lazarus
Liberty Mutual Insurance
Limited District Service
Limited Express
Lincoln Alcona Schl District
Lion Store The
Livermore National Lab
LOF Glass
London Industries
Long Beach UFSD
Longview Fibre Co
Los Angeles City of
L S Ayres & Co
Love Box Inc
Lutron Inc
Lyons Restaraunt Inc

-M-

3 M Company
M. A. Mortenson Co
Maccabees Mutual Life Insur Co
Madison Metro School District
Magnavox
Mainstreet
Management Science America
Manchester The
Maner Costerian Ellis
Mannesmann Demag
Manpower Inc
Manufac Natl Bank of Detroit
Manufac Bank of Lansing
Manufac Hanover Trust
Marine Corp
Marion Labs
Marriott Hotels
Marshall Fields
Martin Marietta Astronautics
Mason Comm School District
Masonite Corporation
Massachusettes Individual Ins Co
Massachusettes Mutual Life Ins Co
Mayfair Supermarkets
Maytag Co
McAllen School District
McDonalds Corp
McDonnell Douglas
McGladrey Hendricson
McGraw-Hill Publications
McJunkin Corp
McLouth Steel Corp
Mead Corporation
Mead World Headquarters
Meijer Thrifty Acres
Memorial Hospital South Bend
Memorial Hospital Sweetwater
Memphis City Schools
Menasha Corp
Mennen Company
Mercantile Stores Co
Mercy Hospital
Meridian Oil Inc
Meridian Twp Pub Adm
Merrill Trust Co
Merrimack Valley Wood Products
Merskin & Merskin PC
Metcalf & Eddy Inc
Methodist Hospital
Metro Edison Co
Metro Insur Cos
Michigan Bell Telephone Company
Michigan Consolidated Gas Company
Michigan Department of Labor
Michigan Dept of Transportation
Michigan Insurance Bureau
Michigan Office Auditor General
Michigan State Police Dept
Michigan Youth Corp
Midlantic National Bank

Milford Public Schools
Millard Public Schools
Miller Heating & Air Conditioning
Milwaukee County
Minnesota Mutual Life
Missouri Highway & Transportation
Mitchell Group
Mobil Oil Corp
Mohasco Corp
Monroe City of
Montana Deaconess
Montana Power Co
Moore Products Co
Moorman's
Morrison Inc
Morrison Knudsin Engr
Morrison's Specialty
Morse Industrial Corp
Morton F. Plant Hospital
Morton Salt
Moss Adams CPAs
Motor Wheel Corporation
Motorola Inc
Mountain Bell Tele
Mt. Fuel Supply Co
Muskegon County Govern
Muskegon Public Schools
Mutual Benefit Life
Mutual of Omaha

-N-

N. L. Industries
Nabisco Brands Inc
National Bank of Detroit
National Financial Service
National Futures Association
National General Insurance Company
National Homes Corp
National Lumber Company
National Security Agency
National Steel
Naval Air Systems
Naval Ship Weapons Systems
Navistar Technical Center
NCH Corporation
NCNB Corporation
NCR Corp Microelec
NCR Corp Pers Res
NCR Corporation
NEC Home Electronics
Needham Public Schools
Nestle Foods Corporation
New Departure Hyatt
New England Electric
New Mexican
New Orleans Public Service
New Providence Board of Education
New York Dept of Transportation
New York Hospital
Newaygo Public Schools
Newhall School District
Niagra Mohawk Power Co
NOAA Officer Corps
Norfolk Public Schools
Norfolk Southern
North American Life & Health
North American Van Lines
Northeast Utilities
Northern Electric Co
Northern Illinois Gas Co
Northern Indiana Public Service
Northern Telecom Inc
Northrop Corporation
Northwestern Mutual Life
Northwestern Railroad
Noxell Corp
Nutech Engineers
Nutrasweet Co

-O-

Oak Park School District
Oakland Unif School District
Oakland University
Office Systems
Ohio Bell Telephone
Olofsson Corp
Omaha Public Power Dist
Omni Inc
Opryland Hotel
Ore-Ida Foods Inc
Oro Manufacturing
Osco Drug Inc
Oshkosh District #1
Oster
Otsego Public Schools
Owens-Corning
Owosso Public Schools
O'Brian & Gere Engineers Inc
O'Connor & Associates

-P-

Pacific Northwest Bell
Pacific Press/Shear
Pacific Telesis Group
Pacific Western Bank
Packaging House The
Pansophic Systems Inc
Parker Unified School District 27
Pase-Mar Distribution
Paul Revere Life Ins
Payless Cashways Inc
Peat Marwick & Mitchell
Penelec
Penn Civil Service Comm
Penn Power Light Co
Peoples Gas Light Co
Peoples Restaurant Inc
Pepsi-Cola Company
Personnel Services
Peterson & Co
Petoskey Public Schools
Petrie Stores Corp
Philadelphia Elec
Phillips Petroleum
Phoenix Mutual Life
Phoenix Union High School District
Pizza Hut of America
Plante & Moran
Plymouth Nursery
Polack Corporation
Pontiac School District
Portland State University
PPG Industries Inc
Pratt & Whitney
Precision Castparts
Presto Products Inc
Prestolite
Price Waterhouse
Primex International
Princeton Bank
Princeton City School District
Principle Financial Group
Printpack Inc
Procter & Gamble
Project Nature
PSE&G
Public Service of Indiana
Public Service of New Hampshire
Public Service of Oklahoma
Pueblo School District #60
Puget Sound Power & LIght
Pullman Power Prod
Pulte Home Corporation

-Q-

Quaker Oates
Quincy Stamping & MA

-R-

R R Donnelley & Sons
Racal-Milgo
Radisson Hotels
Rapid City Area Schools
Rapid City School District 51/4
Rave Junior Apparel
Raymondville Independent School District
Record Systems & Equipment Corp
Red Roof Inns
Research Institute of Michigan
Reynolds Tobacco
Richardson-Vicks USA
Richland Memorial Hospital
Richs
Riley Stoker Corp
River Valley School District
RLC Corporation
Robbins & Myers Inc
Robert Morris College
Robertson Brothers
Rochester Community Schools
Rockwell International
Rocket Research Co
Roses Stores Inc
Royal Business Machines
Russ Berrie
Russell Bus Forms
Rusty Pelican Restaurant
Rust-Oleum

-S-

S G Carlton & Co
S & M Heating Sales
Saginaw School District
Saginaw Steering Gear
Saks Fifth Avenue
Salt Lake City Schls
Salt River Project
San Bernadino City Schools
San Diego City Schools
San Diego Gas & Electric
San Felipe Del Rio Schl Dist
Santa Fe South PA
Santa Rosa Medical Center
Schippers Kintner Robinson
Schlumberger Intl
Scholz Homes Inc
Schulers Restaurant
Schulze & Burch Co
Scott Paper Co
Scovill
Scranton School District
Seafirst
Sealed Air Corp
Sears Roebuck and Co
Seattle Public Schools
Second National Bank
Seidman & Seidman
Seiler Corporation
Sentry Insurance Corporation
Sentry Schlumberger
Shadybrook
Sheraton-Lakeside Inn
Shawmut Corp
Shopko Stores Inc
Simplified Tax Service
Sioux Falls ISD
SKF Industries
Slakey Brothers Inc
SMS
Sonat Exploration
South Bend Comm Sch Corp
South Carolina Box Inc
South Texas ISD
Southeastern Michigan Gas
Southern Natural Gas
Southern Research Institute
Southwest Research Institute
Southwestern Public Service
Spartanburg General Hospital
Sparton Electronics
Sperry Corp
Spring Branch Schl Dist
Springer Building Materials
St. Johns Childrens Home
St. John's Hospital
St. Louis County Water
St. Lukes Samaritan Health Care Inc
St. Luke's Episcopal Hospital
St. Mary's Lodge
St. Paul Public Schools
St. Paul The
Stalker Corporation
Standard Federal Bank
Standard Oil Co
Stanley Door Systems
State University of New York at Albany
Statler Tissue Company
Stauffer Communications
Steketee's
Stepan Company
Steuart Petroleum Co
Stone Container Corporation
Stop and Shop
Stouffer Hotels
Sturgis Public Schools
Sullivan Bille & Co
Super Valu Stores
Sverdrup Corp
Swiss Colony The
Sybra Inc
Sycron Corporation
Syracuse Research Co
Syska & Hennessy Inc
System Planning Corporation

-T-

Taco Tico Inc
Tampa Electric Co
Tandy Corporation
Target Stores
Taylor Publishing Co
Technoserve
Teknor Apex Co
Tele Leasing & Sales
Telex Computer Productions
Telex Computer Products Inc

Tennant Co
Tenneesse Gas Pipeline
Terra International Inc
Terratron Inc
Texaco Inc
Texas Instruments
Texas Utilities Co
Thermotron Industries
Thomas & Betts Corporation
Time Inc
Timkin Company The
Toledo Public Schools
Tone Commander Sys
Topeka Shawnee District 501
Toro Company
Torrington Company
Total Petroleum
Touche Ross & Company
Tractor Aerospace Inc
Transamerica Distributors
Transportation Res Board
Treasury Department of
Troy School District
TRW Inc
Tuco
Tulsa Tribune The
Tyler Refrigeration

-U-

U O P Inc
U. S. Air Force
U. S. Defense Mapping Agency
U. S. Dept of HUD
U. S. Dept of Justice
U. S. Dept of Navy
U. S. Dept of the Army
U. S. Fed Highway Admin
U. S. General Accounting Office
U. S. Geological Center
U. S. Government
U. S. Insurance Group
U. S. Nasa Ames Res Ctr
U. S. Peace Corps
U. S. Small Bus Admin
UNC Nuclear Ind
Union Bank
Union Carbide Corp
Union Electric Co
Union Rock & Materials
Union Texas Petro Co
Unisys Corporation
United Airlines
United Hospital
United Illuminating
United Tech Inmont
United Technologies Carrier
United Technologies Pratt & Whitney
United Tele Ohio
United Telecom
United Way of America
Univac Data Processing Div
Universal Data Systems
University Hospital
University of Arizona
University of Nevada
University of Oklahoma
University System of Georgia
Upshur County School District
USG Corporation
Utica Comm Schools

-V-

Valley National Bank
Vanity Fair Mills
Vector Research
Venture Vineyard
Vermont Research Corporation
Veterans Administration
Vidosh
Viking Metallurgical
Virginia Beach C P S
Vista Chemical Co
Vitro Corporation
Volkswagen of America
Vulcan Materials Company

-W-

W. Educ Publishing
W. Fork Educ Ctr
W. H. Brady Co
W .R. Grace & Company
W. S. Reed Company The

Wachovia Bank & Trust
Wade Trim & Assoc
Wake County Schools
Walter Reed Army Med
Washington Univ School of Med
Waterford School District
Watergate Hotel
Watervliet Public Schools
Watson Industries
Waukegan Public Schools
Wausau School District
Waverly Schools
W C I Refrigerator Div
West Co Inc
West Point Pepperell
Western Electric Co
Western Publishing
Westinghouse Electric Corp
Westlaco Independent Schl Dist
Westvaco Corp
Weyerhaeuser
Weyerhaeuser Company
Wheeling Comm School District
Whirlpool Corporation
Wichita Pub Schools
Wickes Lumber Co
Wilson Financial Serv
Winegardner & Hammons
Winkelman Stores Inc
Wisconsin Electric Power
Wisconsin Gas Company
Wisconsin State Govt
Wolverine Technologies
Wrangler
Wyatt Cafeterias
Wyndham Hotels

-X-

Xerox Corp
Xontech Inc

-Y-

Yoplait USA
Yorr International Corp
Young & Co

-Z-

Zaremba Management Services Inc
Zelenka Evergreen Nursery

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